

TPA NEWSLETTER

"Serving Tennessee's commercial poultry industry"



Spring 2020

Grays Receive National Recognition for USPOULTRY Environmental Award

U.S. Poultry & Egg Association (USPOULTRY) recognized twelve poultry farms that were nominated for the annual Family Farm Environmental Excellence Award at the International Poultry Expo, part of the 2020 International Production & Processing Expo. The award is given annually to recognize exemplary environmental stewardship by family farmers engaged in poultry and egg production.

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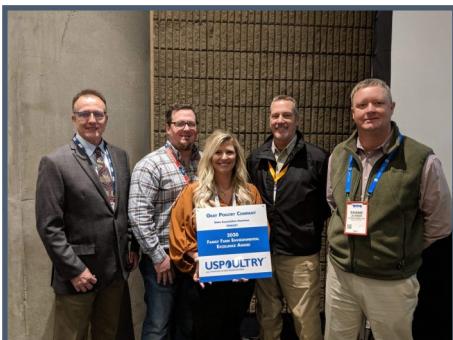


Photo: Dale Barnett - TPA Exec. Director, Matthew & Colby Gray, Keith Riley – Complex Manager for Tyson Foods in Union City and Shane Joyner – Live Production Manager for Tyson Foods in Union City.

COMPLEX MEMBER SPOTLIGHT Koch Foods Morristown

Submitted by Complex Manager David Wilds

The Morristown Complex was originally the Burnett Produce Company which was founded in 1950.

The current processing plant was built by Burnett in 1964 and is still operating today under the Koch Foods name. Koch Foods purchased Burnett Produce in May of 1999 and over the next few years expanded the capacity of the processing plant and also added a new debone facility in 2005.

We currently process 1.1 million birds per week and debone 1.3 million head with additional product brought in from our plant in Chattanooga, TN.

Our products mainly go into further processing and food service along with overseas exports for leg quarters.

Koch Foods is currently the largest employer in Morristown with right at 1,000 team members at two facilities and our live operations.

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SCHOLARSHIP FUNDRAISERS

April 8, 2020 - Sporting Clays Shoot

9 am CT - Nashville Gun Club

April 9, 2020 - Golf Tournament

8 am CT - Hermitage Golf Course, Nashville



Email Tracy@tnpoultry.org to enter a team or sponsor!!!

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Secretary Perdue Statement on EPA WOTUS Rule

(Washington, D.C., January 23, 2020) – U.S. Secretary of Agriculture Sonny Perdue today praised the Environmental Protection Agency (EPA) for defining the Waters of the United States (WOTUS) rule with the Navigable Waters Protection Rule:

"President Trump is restoring the rule of law and empowering Americans by removing undue burdens and strangling regulations from the backs of our productive farmers, ranchers, and rural land-owners. The days are gone when the Federal Government can claim a small farm pond on private land as navigable waters," Secretary Perdue said. "I thank President Trump and Administrator Wheeler for having the backs of our farmers, ranchers, and producers and for continuing to roll back Federal overreach. With reforms and deregulation, Americans once again have the freedom to innovate, create, and grow."

(continued on page 11)

Sen. Booker proposes crackdown on CAFOs and Meatpackers

12.16.2019 By Erica Shaffer provided by the NCC

WASHINGTON – Sen. Cory Booker (D-N.J.) introduced legislation he says will "level the playing field for all farmers and ranchers" and crack down on large meatpackers.

The proposed Farm System Reform Act of 2019 would:

- ◆ Place a moratorium on new concentrated animal feeding operations (CAFOs) and expansion of existing operations;
- ◆ Phase out the largest CAFOs — as defined by the US Environmental Protection Agency — by 2040;
- ◆ Provide voluntary buyouts for farmers who want to transition to other types of farming;
- ◆ Restore mandatory country of origin labeling for beef and pork while expanding the mandate to dairy products;
- ◆ Ban labeling of imported meat as "Product of the USA"; and
- ◆ Hold large meatpackers accountable for pollution or harm caused by their operations.

The Farm System Reform Act also would strengthen the Packers and Stockyards Act by prohibiting the use of tournament or ranking systems for paying contract growers; protect livestock and poultry growers from retaliation and "create market transparency and protect farmers and ranchers from predatory purchasing practices."

"Our independent family farmers and ranchers are continuing to be squeezed by large, multinational corporations that, because of their buying power and size, run roughshod over the marketplace," Booker said. "We need to fix the broken system — that means protecting family farmers and ranchers and holding corporate integrators responsible for the harm they are causing. Large factory farms are harmful to rural communities, public health, and the environment and we must immediately begin to transition to a more sustainable and humane system."

Booker, who is a vegan, has proposed significant changes to the US food system. Most recently, he and Sen. Jon Tester (D-Mont.) introduced legislation that would place an indefinite moratorium on acquisitions in the food and agriculture sector. In 2017, he joined Sen. Mike Lee (R-Utah) on the Opportunities for Fairness in Farming Act which aimed to bring transparency to federal commodity marketing programs such as the beef checkoff. Booker also has proposed legislation that would support stewardship practices on US farmland and provide farmers and ranchers with grants to implement conservation practices. □

WELCOME NEW ALLIED MEMBERS



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Koch Foods Morristown *(continued from front page)*

Morristown is a city of 30,000 and growing, with a large industrial base ranging from automotive parts manufacturing, furniture manufacturing, and large scale bakeries to corrugated boxes and polypropylene packaging films. We are proud to be a part of this thriving community.

Live Operations

Our pullet and breeder operations are located in Middle Tennessee and North Alabama and supply all the hatching eggs needed for our complex. The independent breeder producers are the first key step in the process and do a great job of supplying high quality eggs to our hatchery.

Our chicks are hatched at our Hatchery in Henagar, AL and our feed is supplied by our feed mill in Chattanooga, TN. These two facilities are under the Chattanooga Complex but supply both Morristown and Chattanooga farms.

All of our contract broiler farms are located in Tennessee and supply a consistent and high quality broilers to the plant. This is due to the tremendous work and husbandry all our independent producers provide for the birds. They are a major part of the process and we could not do it without them!

Complex Staff

As a poultry Complex manager you have to have a supportive and cooperative team to be successful. It takes everyone doing their part and also helping and supporting their peers and coworkers. I am very fortunate to have a group that goes above and beyond to do just that! We have a common goal and everyone from the front line team members to all members of management are always working towards it! ☐



Koch Foods Morristown processing plant



Koch Foods Morristown debone plant



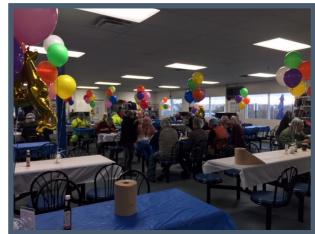
Koch Foods feed mill near Chattanooga

(This is the first in a series of articles spotlighting our TPA poultry complex members. Over the next several newsletters, we plan to showcase each of our member complexes in random order.)

continued on next page

The Koch Foods Morristown complex recently celebrated reaching 4 million safe man hours. Complex Safety Manager **Paige Evans**, LPN, commented, "Morristown Debone is extremely excited to have reached 4 Million Safe Hours. This milestone was achieved through the efforts of every single one of our team members. We are extremely fortunate to have such a great team of workers who keep safety a priority!! Our team not only looks out for the safety of themselves, but also the safety of their fellow co-workers.

This safety culture will allow our team to reach many milestones in the future."



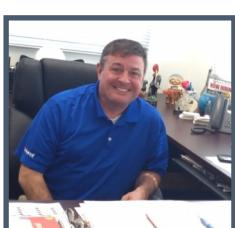
Complex QA Manager **Tonya Bryant** had this to say -- "One of the latest additions to the BRC Version 8 was the implementation of Food Safety Culture. BRC, the British Retail Consortium, is the global standard for food safety. It was not hard to implement a program around something that already existed in our complex. From Management to Team Members we truly care about producing a safe and wholesome product. A culture can be defined as a group of people who have the same habits, same standards, and same mindset when it comes to a particular focus area. The groundwork for food safety and quality was already here, we just had to add the framework.

The requirement for a more formal program allowed us the opportunity to stop and discuss the similarities we all had that we didn't even notice. It also made us all pause and question some of the methods we had in place and implement improvements. We put Food Safety Teams in place that included all levels of employees. This brought new topics to light we had never dreamed of discussing.



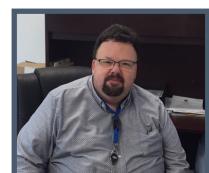
At first the BRC requirement seemed to be just one more thing we had to do but instead, it opened our eyes to a new management style. We had a good culture and it had been driven from the top down. Forming our teams and including hourly employees led us to a place where we began driving food safety from the bottom up. Food Safety is everyone's responsibility and we are fortunate to have Team Members that are passionate about it."

Will Eskew, Plant Manager at the Morristown, TN Koch Foods Debone Plant said, "I have been with Koch Foods for 13 years and been in the poultry business for 25 years. The one thing that I love about the business is every day you have a new challenge, or a different opportunity to work on and make it better.



We have a great group of people that work within our complex, and at the Debone plant. We have over 600 team members at the plant that work hard every day to make the best fillet, nuggets, wings, and tenders for our customers. Something that I am very proud of everyone at the Debone plant is that we just had a celebration of 4 million hours without a lost time accident. We had a steak dinner for everyone, and a nice party. In the business that we do, it is rare that a plant can reach this milestone, and it is not easily achieved. Right now we are over 4.5 million hours, and should reach 5 million by June."

"I came to work at Koch Foods in Morristown TN after nearly 15 years of being an HR professional in the poultry industry. I came to the Company looking for the same integrity and ethics that I have come to look for in an employer. I have found these same values with the Koch Foods team in Morristown. The Koch Foods story is an exciting one with its rapid growth, innovation and focus on employee safety. This translates into a workforce that is happy and engaged. As an HR professional, that means enjoying what you do and who you work with. What a great combination, loving what you do and living in such a beautiful area." -- Complex HR Manager **Terry Price**



Processing Plant Manager **Glen Fletcher** writes, "Our processing plant is located in the middle of town in Morristown, TN. Morristown is a rapidly growing town in eastern Tennessee. It is important for us to be a part of our local community and get involved in the things that our team members care about. For example, year after year we stay involved with Our Daily Bread, a local community kitchen and their outreach programs.



Our commitment to quality poultry and unmatched service to our customers would not be possible without our 325 team members that show up daily to do the work. We believe our team members are the foundation of our future. This is why our focus on their safety is our utmost priority.

To meet our customers' needs we process approximately 1.1 million birds a week. Koch Foods still allows our birds to be raised by independent growers, making us strong supporters of small, family farms right here in Tennessee. Our products are spread from national restaurant chains to schools, hospitals and grocery stores." □



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NEWS FROM AROUND THE COMPLEXES

Cobb-Vantress has appointed **Dr. Mark Cooper** as Managing Director of Genetics to oversee the company's global genetic program. Effective immediately, Dr. Cooper will continue work to achieve genetic gains and competitive advantage through alignment of Cobb's breeding program with its product strategy, developing a portfolio of products to meet growing global market needs. He will report to Dr. Aldo Rossi, vice president of research and development (R&D). [Click here for full article](#) □



Tyson Foods Again Tops FORTUNE's World's Most Admired Companies List for Food Production



For the fourth straight year, Tyson Foods, Inc. ranks No. 1 on Fortune magazine's list of the World's Most Admired Companies in the Food Production category. The annual survey, conducted by Fortune and Korn Ferry, is given to top executives, directors and financial analysts to identify the companies that have the strongest reputations within their industries and across all industries. □

Aviagen's Flock Management Tips for Broilers: Pre-Processing Management, Have a Checklist in Place

February 12, 2020 in [ThePoultrySite.com](#)

Attention to detail during the final phase of production ensures that broilers are transferred to the processing plant in optimal condition; meeting processing parameters and minimizing the impact on bird welfare. Having a preprocessing checklist in place will ensure a smooth and successful transition from the farm to the processing plant.



[Click here for full article](#) □

Aviagen: Essential Ventilation Management – A Three Part Series

February 24, 2020 in [ThePoultrySite.com](#)

This series has been written with the guidelines for a house in a climate that may experience four seasons. As such the series will cover the three modes of ventilation (minimum, transitional, tunnel). In most countries and climates around the world, these three modes of ventilation are necessary in order to have the best chance of maintaining bird comfort.

[Click here for full article](#) □

JBS announces new products for 2020

February 19, 2020 in [MeatPoultry.com](#) by Ryan McCarthy

The company introduced beef items and plant-based lines.

[Click here for full article](#) □

Cobb-Vantress introduces Vantage Male at IPPE

January 28, 2020 on [ThePoultrySite.com](#)

North American product offers improved feed conversion and weight gain.



[Click here for full article](#) □

Cobb debuts new management guide and supplements at IPPE 2020

January 29, 2020 on [ThePoultrySite.com](#)

Cobb-Vantress announced seven new or updated management guides and supplements at the International Production & Processing Expo this week in Atlanta.

[Click here for full article](#) □

ALLIED MEMBER NEWS

Boehringer Ingelheim is pleased to welcome **Dr. Scott McKenzie & Ross Windham** to the live therapeutics team of their US poultry business. Dr. McKenzie has led product development & commercialization with expertise in hatchery sanitation & biosecurity, optimizing gut-health programs & proper chemical and biological application validation. Windham has focused on feed and specialty feed ingredients, including probiotics & prebiotics. They bring expertise, energy & enthusiasm to a growing part of their business.



Boehringer Ingelheim's U.S. Animal Health Business recently launched a vaccine to protect poultry from three diseases. VAXXITEK® HVT+IBD+ND provides a strong immune foundation and optimized protection against Infectious Bursal Disease (classic and variant types) and Newcastle Disease.

Marek's Disease,

BioSafe Systems is pleased to announce the hire of **John Van Camp**, the new Technical Sales Manager. With a strong agriculture and poultry background, Van Camp has prior experience in business development and service.



John Van Camp

Chore-Time has partnered with Heatstar AG to offer JET™ Radiant Tube Heaters and COMFORTER™ Radiant Tube Heaters for superior heating efficiency and improved bird performance in poultry houses. Now available in the U.S. and Canada, the low-intensity heating options provide consistent, thorough heating to large areas to minimize cold spots and efficiently maintain an ideal climate for birds.

Chore-Time introduces the Omnidux Air Inlet, which provides independent control over both air speed and direction. This gives operators more control over the air flow in their houses than was previously possible. Traditional inlets are designed to be most efficient either in the winter or the summer, but not both. Conversely, the new Omnidux Air Inlet performs optimally year-round, no longer forcing producers to choose one or the other and providing greater flexibility and control.

Merck Announces Spinoff, Will Retain Animal Health

February 5, 2020 in [FeedStuffs.com](#)

Merck plans to spin off certain brands into new company while retaining oncology, vaccine, hospital and animal health pillars.

[Click here for full article](#) □

Pilgrim's veterinarian shares experiences with NAE production

December 6, 2019 in [PoultryHealthToday.com](#)

Preparation, meticulous attention to sanitation and improved communication with both the hatchery staff and growers are critical for successfully raising broilers without antibiotics, Elizabeth Dale, DVM, head veterinarian for Pilgrim's, told *Poultry Health Today*. Over 50% of Pilgrim's flocks are now raised with "no antibiotics ever" (NAE), in organic programs or with no human-use antibiotics, a program that includes ionophores. Antibiotics have not been used at any of the company hatcheries for nearly 3 years, Dale said.

[Click here for full article](#) □

More Than Half of US Broilers Raised NAE in 2019

February 5, 2020 in [WattAgNet.com](#) by Austin Alonzo

More than half of the birds raised in the U.S. were raised no antibiotics ever in 2019. Mike Donohue, vice president of Agri Stats Inc., said the company's data showed 53% of broiler birds were raised according to a no antibiotics ever (NAE) growing program in 2019. NAE, he said, means there were no ionophores or coccidiostats used, either. Donohue, who spoke as part of the 2020 IPPE in Atlanta, said the figure increased rapidly in the past decade. In 2013, only 3% of the flock was raised NAE. By 2016, that figure rose to about 20%. In 2018, 50% of the flock was raised NAE. He said the figure is now plateauing.

[Click here for full article](#) □

Optimal Amino Acid Supply Improves Sustainable Broiler Production

December 11, 2019 in [AllAboutFeed.net](#) by William Lambert

Increasing knowledge on amino acid requirements have supported the reduction of dietary protein in the broiler diet over the past years. It has resulted in a decrease of one percentage point of protein on average over the past 10 years without compromising performance. A new step in dietary protein reduction is nowadays driven by the challenge broiler producers have to improve the sustainability of animal production and requires the reconsideration of the way we address amino acid nutrition in diet formulation.

[Click here for full article](#) □



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Water acidification: How much and when for broilers?

January 21, 2020 in [Poultry Health Today](#)—An interview with [TPA Board Member] Chynette Todd, CT Consulting, Cookeville, TN

Q: There's more talk in the poultry industry about water acidification during growout and its potential benefits.

What's driving this trend?

CT: The move toward reduced-use and no-antibiotics-ever production systems has prompted the industry to explore other tools — not only for managing gut health but also for reducing the population of foodborne pathogens. Good digestive health is a first barrier in chicken immunity.¹ So, any tools or management practices that may help to inhibit or reduce colonization of pathogenic bacteria should be considered. Water acidification is proving to be one of them.



Q: What exactly does water acidification do?

CT: Acidifying drinking water lowers the pH, which will ultimately translate into acidification of the bird's crop — the area where food is stored temporarily after it passes through the esophagus.

So, what's really going on is that the supplemental acids in the drinking water pass through the gut where they dissociate, or separate, in the upper gastrointestinal tract, lowering the pH inside the bacteria. The bacterial cells then need to utilize their energy to restore the pH, disrupting the bacteria's metabolism and preventing the pathogenic bacteria from surviving.² A lower water pH has been shown to reduce populations of bacteria, such as *Salmonella*, *Campylobacter* and clostridia in the crop before they reach the lower digestive system.³ Acidified drinking water also can help mitigate the adverse effects of stress.⁴

Birds consume nearly twice as much water as they do feed. While the water supply is an important source of poultry nutrition, it can also be an entryway for diseases. Water lines can harbor pathogens, especially from biofilm buildup. Lower water pH reduces scale and biofilm.⁵

Q: How can drinking water help mitigate bird stress?

CT: It's been shown that dysbacteriosis is common during periods of stress.⁶ Dropping the pH in the crop protects against dysbacteriosis.

Q: Is there an ideal pH for drinking water?

CT: Research shows that birds are tolerant of a pH ranging from 4 to 8 on a continuous basis⁷ and that a lower pH reduces *Salmonella* growth.⁸

Q: Since the US poultry industry is using fewer antibiotics for managing enteric diseases, has water acidification become a standard practice on broiler farms?

CT: Many poultry farms use some type of water acidifier the last 72 hours before catch to acidify the bird's crop and reduce bacterial populations before feed withdrawal takes place. But not many utilize water acidification during the first couple of weeks of the bird's life. I've seen a lot of companies trying different things, including organic acids, probiotics and sanitizers. What works for one farm complex may not work as well for another. Each operation needs to determine what works best for them.

Regardless of what they decide to use, it needs to be easy to handle and administer. If it's not easy to mix, for example, or if it's hard to understand how to use it, there's a risk of using too much. Some products are less palatable due to the water being too acidic. Lowering the pH too much also could harm equipment over prolonged periods.

Q: Several compounds are available for lowering the pH of drinking water. What does the poultry industry need to know about Proxor™, a water-acidification product available from Zoetis?

CT: The main ingredient of Proxor is sulfuric acid. Typically, a 2% stock solution is mixed with water and then diluted with a medicator to 1:128. Proxor can drop the pH of the crop below 4.0, but it's not so bitter that birds stop drinking. When used as recommended, it's also gentle on equipment.

Q: When should producers use Proxor?

CT: It depends on water quality and pH level, which can vary from farm to farm. I recommend Proxor for the first 16 days of the bird's life and during the last 72 hours before processing to help during times of stress and reduce bacteria loads. I also recommend it for use the day before, the day of and the day after each feed change. Any time you change feed, it can upset the gut flora and may cause feed passage issues. Water acidification helps prevent the disruption of the intestinal flora.

Q: Can water acidification improve flock performance?

CT: Proxor has not been shown to improve growth rate or feed conversion, as some feed antibiotics can. However, there are studies demonstrating that birds started with a water acidifier have improved performance, including livability, feed conversion and bodyweight gain compared to birds with untreated water.⁹

Q: Sum up the role of water acidification in broiler production.

CT: Lowering the pH through water acidification early in the flock and prior to processing helps mitigate the potential food-safety risk of pathogenic bacteria such as *Salmonella*.

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[Click here for references](#) □

PROXOR®

water acidifier

PREPARE GI TRACTS

Research has shown that applying water acidifiers at each feed change can help to reduce bacterial loads before processing.^{1,2,3}

Research has shown that water acidification is an effective method to create an unfavorable environment for bad gut microflora to thrive. This data has not been confirmed using Proxor® water acidifier. Results may vary based on local water quality and other management interventions used on your farm.

¹ Hassan HMA, et al. *Asian Australas J Anim Sci*. 2010;23(10):1348-1353.

² Alzawqari MH, et al. *Afr J Microbiol Res*. 2013;7(7):564-567.

³ Alzawqari MH, et al. *Afr J Biotechnol*. 2013;12(10):1164-1167.



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zoetis

Donohue shares poultry statistics worth consuming

BY JIM WINTER IN WATTAGNET.COM ON JANUARY 29, 2020

Agri-Stats vice president turns statistics into knowledge during Poultry Market Intelligence Forum at IPPE

Among poultry professionals, Michael Donohue talked about his yearly efforts to shave running time off his long races.

The vice president of Agri-Stats translated that effort into his presentation, Long-Term Trends in Poultry Production and Marketing, part of the Poultry Market Intelligence Forum that was held Wednesday, January 29 at the International Production & Processing Expo in Atlanta.

"Two to three seconds per mile may not seem like a lot, but if I can shave off two to three seconds here and there, it adds up," Donohue said. "In the poultry industry, I try to illustrate how small changes of 1% or even tenths of a percent can help people."

Donohue touched on years' worth of statistics compiled at Agri-Stats, focusing on an update on broiler "Vital Signs," current production trends and costs, how no antibiotics ever (NAE) production affects the industry, changes in what's sold, and labor expense and trends.

Here are some key statistics from the presentation:

- ◆ Breeder hatchability decreased the past couple years. Donohue said this is somewhat due to genetic issues.
- ◆ Live production costs in 2012 were 46 to 47 cents per pound. Abundant corn and soybean harvests the past couple years has lowered live production costs to 36 to 37 cents per pound, and that cost is now more consistent.
- ◆ Broiler livability in 2012 climbed to 96%. Now it's at about 95%, which Donohue said is due, in small part, to heavier bird weights.
- ◆ Whole bird field condemnation has decreased from 1.2% in 1988 to 0.2% in 2019. "I try to illustrate the value of a 1% change, how a difference of 1% moves and measures things," Donohue said.
- ◆ Live weight average has increased from 4.2 pounds more than 20 years ago to 6.6 pounds today. The average has leveled the past couple years, in small part due to woody breast syndrome, Donohue said.
- ◆ Eviscerated yield has increased from 70% in 1997 to 80% in 2019. Donohue said chickens are bigger with a smaller percentage of head and feet, with a gain in breast, the part of the chicken selective breeding was focused on.
- ◆ Boneless breast meat yield has increased from 14% in 1994 to 26% in 2019.
- ◆ 170 million chickens a week are being produced in the United States.
- ◆ Hourly wage rates without benefits have increased from \$8/hour in 1995 to \$16/hour in 2019.

Quotable

Donohue shared more than statistics and insights. Here's some quotable moments:

"We're feeding what the American consumer wants – sandwich, nuggets, strips. We've changed the product to meet what American consumers need and want."

"I always love it when people say they prefer eating dark meat. I tell them 'you're speaking about what your grandmother fed you in 1954 or 1955.'"

Other takeaways

- ◆ Bird flu continues to be a challenge.
- ◆ The United States is seeing record volumes of chicken production.
- ◆ Ethanol is not going away.

Chicken is the top global protein thanks to ASF

BY AUSTIN ALONZO ON NOVEMBER 30, 2019 IN WATTAGNET.COM

Chicken will be the top global protein in 2020 and likely beyond, thanks to the fallout of African swine fever.

[Click here for full article](#) □

China rebuilds swine herd; poultry, aqua demand grows

January 21, 2020 by Jackie Roembke in FeedStrategy.com

Jackie Roembke: CoBank's Will Sawyer discusses the restocking of China's swine herd and examines the impacts of growing demand for poultry and aquaculture production.

[Click here for full article](#) □



4 trends that changed poultry production in the last decade

Dec. 23, 2019 in [WattAgNet.com](#) by Elizabeth Doughman

Chicken grew more popular throughout the 2010s. In 2019, Americans will eat an average of **96.2 pounds of chicken**, up from the 83.3-pound average seen in 2010.

Here are four ways **poultry production** changed in the 2010s.

Transparency became important

Negative public relations campaigns by animals rights groups made the welfare of animals used for food a **major issue during the 2010s**. In a 2013 survey from the US Farmers and Ranchers Alliance, nearly 60% of respondents said it was **very important to them** that restaurants and grocery stores provide information about how food is grown and raised.

As a result, many poultry producers and retailers **worked to become more transparent** about how birds were raised, fed and handled.

One good example is the **Good Egg Project** by the American Egg Board. The website gave consumers a way to "**learn more about where eggs from**" and the efforts by egg farmers to "take care of our communities, hens and planet."

Plant-based options were everywhere

Ten years ago, vegans and vegetarians were the primary market for plant-based food. Today, **nearly 90% of the people who buy plant-based proteins** do not identify as vegan or vegetarian. Flexitarians cite environmental and health concerns as reasons to **reduce, but not totally eliminate meat consumption**.

Sales of plant-based food, **currently valued at \$4.5 billion**, increased 31% over the last two years.

Technology changed how consumers eat

Believe it or not, **only 35% of US adults owned a smartphone** at the start of the 2010s. Today, that number has more than doubled to 81%.

As smartphones became more popular, new apps made it easier and more convenient to order home-delivered groceries, meal kit delivery services and meals from any restaurant imaginable. Fast-paced lifestyles and busy schedules has led to an increased interest in takeout, **with off-premises dining accounting for more than a quarter of all restaurant industry sales in 2018**.

[Click here for full article](#) □

Is It Time to Start Hiring Members of Generation Z?

February 28, 2020 in [WattAgNet.com](#) by Deven King

Members of Generation Z – also called Gen Z – the demographic born between 1996 and 2010, are more open to new forms of food technology, like meat alternatives, according to a recent study from global communications consultancy, Ketchum. The oldest members of Gen Z are set to graduate college and start jobs this year, which means their purchasing choices are becoming increasingly influential. Also, depending on their career paths, they may be the ones making new laws, marketing plans or food regulations. While this may scare some in higher management roles, others may find that hiring members of Generation Z could be beneficial in creating a marketing plan or products that appeal to said generation while still reaping the benefits of a successful product.

[Click here for full article](#) □

Climate Bill Targets Zero Ag Emissions by 2040

February 26, 2020 by Jacqui Fatka in [FeedStuffs.com](#)

On Wednesday, Rep. Chellie Pingree (D., Maine) introduced the Agriculture Resilience Act (ARA), comprehensive legislation that sets a bold vision of reaching net-zero greenhouse gas emissions in U.S. agriculture by 2040. Last week, the U.S. Dept of Agriculture announced its "Agriculture Innovation Agenda," which aims to cut American agricultural emissions in half by 2050. Pingree's bill would help USDA reach this goal more expeditiously by expanding the agency's authority and increasing funding for key USDA programs, she said.

"Farming has always been a risky business, but unpredictable, extreme weather patterns are creating immense challenges that threaten our nation's food production and jeopardize the livelihood of American farmers," said Pingree, an organic farmer for more than 40 years. "Last year, farmers were unable to plant 19.6 million acres of crops due to record-breaking rainfall. We must be proactive to keep farmers on the land and in business."

[Click here for full article](#) □

DATES TO REMEMBER

US POULTRY FEED MILL MANAGEMENT SEMINAR

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Nashville Gun Club

GOLF TOURNAMENT

April 9, 2020

Hermitage Golf Course

US POULTRY HR SEMINAR

April 20-22, 2020

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UGA HOT WEATHER WORKSHOP/ WEBINAR

April 21-23, 2020

Watkinsville, GA

CHICKEN MARKETING SUMMIT

July 19-21, 2020

Fernanda Beach, FL

TPA ANNUAL MEETING & SUMMER GETAWAY

August 7-8, 2020

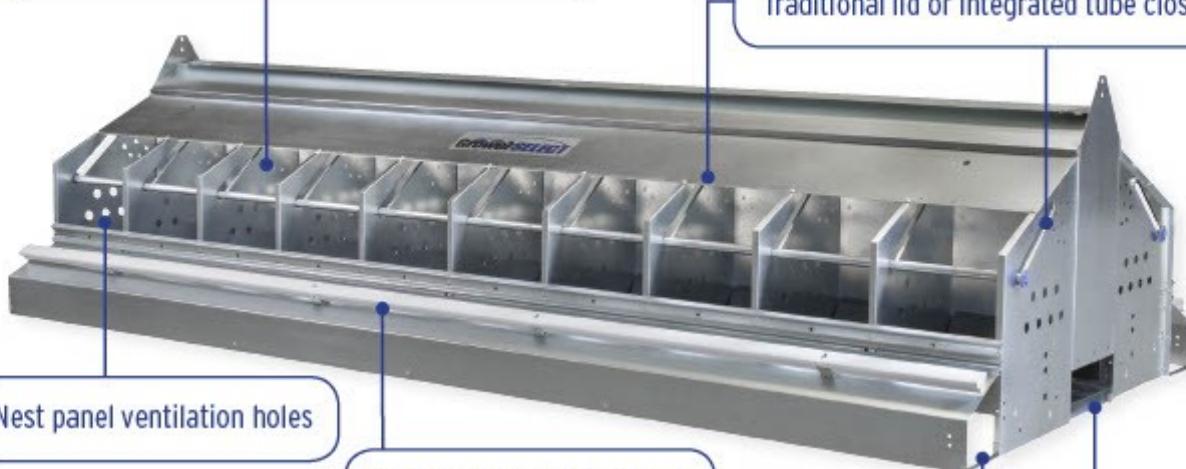
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FSIS to review program for small processors

By [Lisa M. Keefe](#) on 12/18/2019 in [MeatingPlace.com](#)

USDA's Food Safety and Inspection Service has partnered with the College of Agriculture at Oregon State University to conduct a review of the effectiveness of existing FSIS guidance materials and other tools used by small and very small meat processors, according to an [agency notification published in the Federal Register](#).

The review is required in the 2018 Farm Bill, and will evaluate the effectiveness of the outreach conducted by FSIS to small and very small establishments; the effectiveness of the guidance materials and other tools used by FSIS to assist these establishments; and the responsiveness of FSIS personnel to inquiries and issues from small and very small establishments.

The plan is for Oregon State to develop a draft report based on multiple data sources. This draft report will then be distributed to a wider audience of key stakeholders that are small plant operators. Oregon will ask those stakeholders to read the draft report and fill out a short survey to gather their feedback. The survey will be administered online and also in-person at three regional small plant stakeholder meetings being held in different locations in 2020.

FSIS seeks comments on whether the proposed collection of information is necessary for the proper performance of FSIS's functions, and whether the information will have a practical use by the agency; the accuracy of FSIS's estimate of the burden of the proposed collection of information, including the validity of the method and assumptions used; ways to enhance the quality, utility and clarity of the information to be collected; and ways to minimize the burden of the collection of information, including through the use of appropriate automated, electronic, mechanical, or other technological collection techniques, or other forms of information technology. □

New USDA process-verified program, meat label to focus on responsible poultry, livestock care

January 14, 2020 in [Poultry Health Today](#)

A new USDA process-verified program and meat label is expected to help US poultry and livestock producers demonstrate their commitment to responsible antibiotic management without compromising the health and welfare of the animals under their care.

Called One Health Certified, the program establishes verified animal-production practices in five core areas: disease prevention, veterinary care, responsible antibiotic use, animal welfare and environmental impacts.

[Click here for full article](#) □



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Secretary Perdue Statement on EPA WOTUS Rule *(continued from page 2)*

Background:

On January 23, 2020, the U.S. Environmental Protection Agency (EPA) and the Department of the Army (Army) fulfilled yet another promise of President Trump by finalizing the Navigable Waters Protection Rule to define “waters of the United States” (WOTUS). For the first time, the agencies are streamlining the definition so that it includes four simple categories of jurisdictional waters, provides clear exclusions for many water features that traditionally have not been regulated, and defines terms in the regulatory text that have never been defined before. Congress, in the Clean Water Act, explicitly directed the Agencies to protect “navigable waters.” The Navigable Waters Protection Rule regulates these waters and the core tributary systems that provide perennial or intermittent flow into them. The final rule fulfills Executive Order 13788 and reflects legal precedent set by key Supreme Court cases as well as robust public outreach and engagement, including pre-proposal input and comments received on the proposed rule.

To learn more about EPA's WOTUS Rule, [click here](#) □

EPA Finalizes 2020 Renewable Volume Obligations for Corn Ethanol

WASHINGTON (Dec. 19, 2019) — EPA finalized a rule that establishes the required renewable volumes under the Renewable Fuel Standard (RFS) program for 2020, and the biomass-based diesel volume for 2021. Through this action, the Trump Administration has fulfilled yet another key promise to the American people, American farmers and American biofuels producers by increasing biofuels volumes under the renewable fuel standard and modifying the program requirements to ensure those volumes are met. The EPA is committed to ensuring a net of 15 billion gallons of conventional biofuel is blended in 2020.

[Click here for full article](#) □

USDA Invests \$55.3 Million in Broadband for Rural Kentucky and Tennessee Communities

COLUMBIA, Ky., Jan. 29, 2020 – Today, U.S. Department of Agriculture (USDA) Deputy Under Secretary for Rural Development Donald “DJ” LaVoy announced USDA has invested \$55.3 million in four, high-speed broadband infrastructure projects in rural Kentucky. These projects, part of the first round of [USDA's ReConnect Pilot Program](#) investments, will create or improve rural e-Connectivity for more than 12,250 rural households and nearly 100 farms and businesses across Kentucky and northern Tennessee.

For more information, visit www.rd.usda.gov. □

USDA Proposes Updates to National Poultry Improvement Plan

December 4, 2019

The United States Department of Agriculture’s (USDA) Animal and Plant Health Inspection Service (APHIS) is proposing updates to the National Poultry Improvement Plan (NPIP) to align with changes in the poultry industry, as well as to incorporate new scientific information and technologies into the NPIP. These updates are consistent with the recommendations approved by representatives from across the poultry industry at the 2018 NPIP Biennial Conference.

[Click here for full article](#) □

FSA Offers Joint Financing Option on Direct Farm Ownership Loans

The USDA Farm Service Agency’s (FSA) [Direct Farm Ownership loans](#) are a resource to help farmers and ranchers become owner-operators of family farms, improve and expand current operations, increase agricultural productivity, and assist with land tenure to save farmland for future generations.

Depending on the applicant’s needs, there are three types of Direct Farm Ownership Loans: regular, down payment and joint financing. FSA also offers a [Direct Farm Ownership Microloan](#) option for smaller financial needs up to \$50,000.

Joint financing allows FSA to provide more farmers and ranchers with access to capital. FSA lends up to 50 percent of the total amount financed. A commercial lender, a State program or the seller of the property being purchased, provides the balance of loan funds, with or without an FSA guarantee. The maximum loan amount for a Joint Financing loan is \$600,000 and the repayment period for the loan is up to 40 years.

To be eligible, the operation must be an eligible farm enterprise. Farm Ownership loan funds cannot be used to finance nonfarm enterprises and all applicants must be able to meet general eligibility requirements. Loan applicants are also required to have participated in the business operations of a farm or ranch for at least three years out of the 10 years prior to the date the application is submitted. The applicant must show documentation that their participation in the business operation of the farm or ranch was not solely as a laborer.

For more information about FSA Loan programs, contact your local FSA office or visit www.fsa.usda.gov. To find your local FSA office, visit <http://offices.usda.gov>. □

FSA Can Help with On-Farm Propane Storage

Winter months in Tennessee can be unpredictable. For several years, farmers have faced propane storage shortages. FSA's [Farm Storage Facility Loan \(FSFL\) program](#) provides funding for on-farm liquified petroleum tanks.

FSFL low-interest financing can be used to build or upgrade storage facilities and to purchase portable (new or used) structures, equipment, storage and handling trucks. Liquified petroleum tanks are covered for eligible commodities for the use of fuel for grain dryer equipment.

Loans up to \$50,000 can be secured by a promissory note/security agreement. Loans exceeding \$100,000 require additional security.

Producers do not need to demonstrate the lack of commercial credit availability to apply. The loans are designed to assist a diverse range of farming operations, including conventional operations, small and mid-sized businesses, new farmers, operations supplying local food and farmers markets, non-traditional farm products, and underserved producers.

To learn more about FSFLs and how these loans can help with your on-site propane tank storage needs, contact your local FSA county office. □

Propane spot prices remain low; Emergency FMCSA declaration in effect

Feb. 25, 2020 **SPOT PRICING:** Mont Belvieu Propane Spot Price on Feb. 25, 2020 was at a current level of \$0.403, down from 0.695 one year ago. This is a change -42.01% from one year ago. The lowest price for the year occurred on Feb. 11th at \$0.373 and the highest price this year was \$0466 during the first week of Jan.

Allowing for an average of \$0.41 per gallon for tariffs, handling and delivery to most areas, the average current retail price is roughly \$0.81/gal. Larger accounts can often negotiate a lower price agreement by as much as \$0.05/gal., or more.

To follow Mont Belvieu spot pricing https://ycharts.com/indicators/mont_belvieu_propane_spot_price.

EMERGENCY DECLARATION: The Federal Motor Carrier Safety Administration (FMCSA) extended a Regional Emergency Declaration for TN, AL, AR, GA, LA and MS until March 18th, 2020 due to previous flooding events and more recently in response to the tornadic activity across the state on March 3. □



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New bovine virus associated with human head colds and sinus infections gets into USA

By Dan Flynn on Feb 07, 2020 in [FoodSafetyNews.com](#)

Bovine Kobuvirus, a cattle virus first discovered in Japan in 2003, has arrived in the United States. The arrival is reported in the medical journal, "Emerging Infectious Diseases." Bovine Kobuvirus or BKV is from the family of viruses that cause head colds and sinus infections in humans. BKV looks to be the latest in zoonotic.

[Click here for full article](#) □

State Agency Finds ILT in East Texas Poultry

February 2, 2020 at [kltv.com](#) by Bob Hallmark

A routine inspection by state agents in a small East Texas town, reveals a flock of birds suffering from an avian virus. It was earlier this week that officials from the state's animal health commission found the birds in the small community of Scroggins, just west of Pittsburg. Some feared another contagious virus outbreak, such as 'bird flu' in the past. In the routine inspection in the small community, state officials from the Texas animal health commission found that a number of privately raised birds were sick with a virus called 'infectious laryngotracheitis.'

[Click here for full article](#) □

U.S., Japan Agree to County-Level Regionalization Policy on Highly Pathogenic Avian Influenza Outbreaks

Dec. 11, 2019. The United States and Japan have agreed to reduce the regionalization in the event of Highly Pathogenic Avian Influenza (HPAI) to the county level from the current state level.

To see the official document and details click [here](#). □

Could wooden breast discovery offer options for control?

DECEMBER 4, 2019 MARK CLEMENTS IN WATTAGNET.COM

New insights revealed into syndrome that causes major losses for the broiler industry worldwide.

Both a short- and a long-term solution to wooden breast syndrome in broilers may have come a step closer thanks to research conducted at the University of Delaware in the U.S.. The study's findings may also have implications for human health.

Wooden breast syndrome first came to the public's attention some 10 years ago, although studies have found its existence in broilers since the 1950s. Its causes, and hence a solution to the problem have remained elusive.

However, Delaware's studies have found that an enzyme crucial for fat metabolism -- lipoprotein lipase -- may be contributing to the syndrome, suggesting that feed additives and supplements may offer growers a solution and, longer term, the study may offer genetics companies a new point of reference.

The research team was led by Behman Abasht, animal and food sciences associate professor at the university's College of Agriculture and Natural Resources, who has been researching wooden breast syndrome for almost a decade. In previous work, his team analyzed the genes involved in the disease, identifying biomarkers, and also characterizing the unique biochemistry of the hardened breast tissue.

Pinpointing the source

In this latest work, Abasht's team noticed that in chickens with the syndrome, the expression of lipoprotein lipase was higher, leading to fat accumulating in the breast muscles.

Lipoprotein lipase acts as a metabolic gatekeeper, regulating how much fat is allowed in a given tissue. Normally, however, breast muscle fibers in chickens rely on glucose molecules for fuel and not fat molecules.

Using RNA sequencing, Abasht's team determined which genes were being expressed in today's fast-growing broilers and in slower-growing birds. They then used RNA in situ hybridization to determine exactly where this gene expression occurred inside the muscle.

Evidence was found of lipoprotein lipase being expressed in endothelial cells in chickens, which was previously unknown. Present in all blood vessels, endothelial cells serve as a barrier between the blood and surrounding tissue.

Abasht hypothesized that when more fat is oxidized for energy in breast muscle, it may lead to the excessive release of free radical molecules that would modify the muscle's fats and proteins, leading to immune system activation to resolve the problem.

Additionally, the researchers compared this data with gene expression signals found in two commercial broiler lines, at three weeks of age and again at market age. They found that young chickens may be showing the same changes as older birds with wooden breast syndrome, but before the syndrome is detectable.

The researchers also reported finding common features between wooden breast syndrome in chickens and diabetes complications in humans, specifically diabetic cardiomyopathy. □

Effects of Bile Acids on Broiler Metabolism and Wooden Breast

December 30, 2019 in [AllAboutFeed.com](#) by Min Pang & Jianmin Wang

Supplementing bile acids in broiler diets can play an important part in growth performance and lipid metabolism. It is significant to reducing abdominal fat, fat deposit and can help in tackling the current problem of wooden breast as well. In recent years, it has been found that the breast muscle of fast-growing broilers is prone to get woodened, which is called wooden chicken breast. The wooden chicken breast has an obvious hard feel when touched. Severe wooden breast muscles can also have ridged protrusions at the tail of the breast muscle. The surface is covered with a viscous fluid and petechiae appearance, which severely affects the quality of the chicken breast.

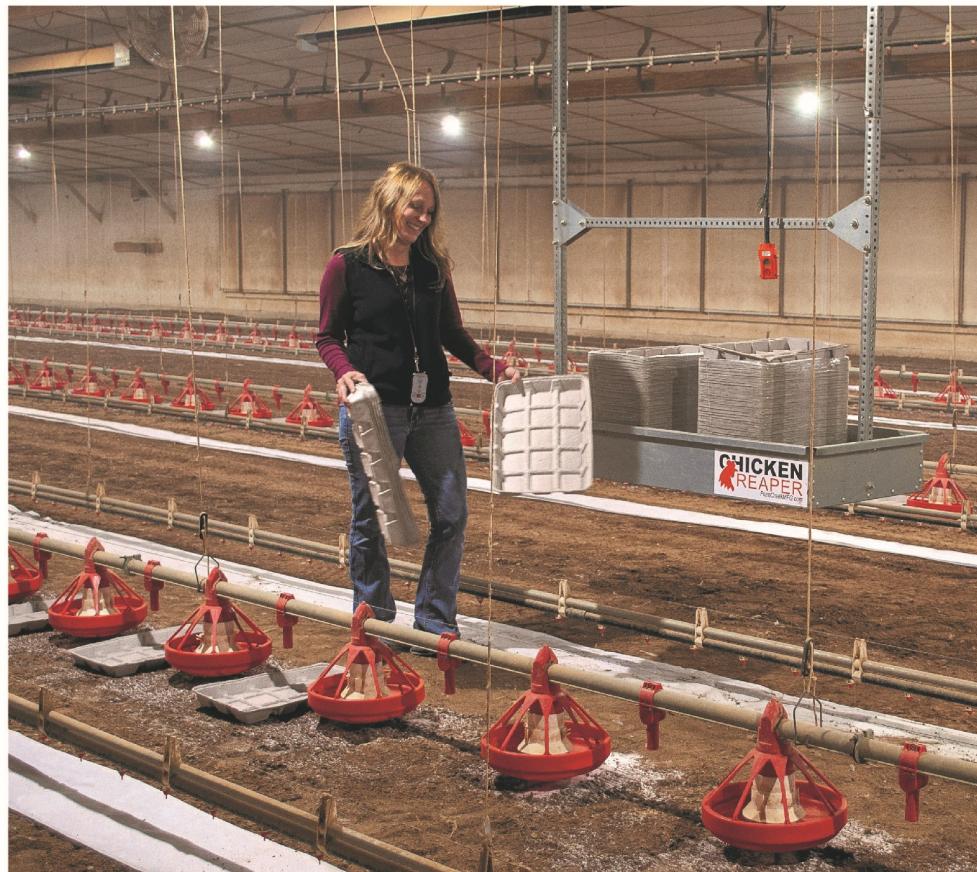
[Click here for full article](#) □

Pirbright Scientists Demonstrate Marek Disease Virus Causes 'Addiction' in Cells

December 11, 2019 in [ZootecnicalInternational.com](#)

Researchers from The Pirbright Institute have shown that glutamine, a protein building block, is essential for the replication of Marek disease virus in chickens. Their study revealed that cells infected with the virus were unable to survive glutamine deprivation, a finding that could be used to develop treatments for the disease. Glutamine, an amino acid, is produced by muscle tissues as a source of energy and to facilitate the creation of vital chemicals in the body. It also provides cells with the nitrogen and carbon needed for cell structure maintenance and growth. However, healthy cells are able to function without glutamine provided there are other energy sources available.

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Poultry Health Today launches Zoetis News Center

December 18, 2019

Poultry Health Today has introduced the [Zoetis News Center](#) — a special section of the popular news website that features insights from Zoetis' poultry health experts, plus updates on company-sponsored research and new tools for managing flock health.

Zoetis has been the exclusive sponsor for Poultry Health Today since the news website debuted in January 2014.

Providing a steady stream of timely tips, news and information featuring independent poultry health experts worldwide, Poultry Health Today attracts thousands of visitors every week. To view this site go to [Poultry Health Today](#). Below are links to some of the articles you can find on the site.

December 3, 2019

[A few new tools to improve brooding, not antibiotic alternatives, are key to NE prevention](#)

[Live-production management practices that help contain *Salmonella*](#)

[Maslow's Pyramid: Self-actualization for chickens?](#)

December 17, 2020

[Ensuring strong immunity key to successful 'no antibiotics ever' broiler production](#)

[One Health Certified label seeks balanced approach to poultry production, marketing](#)

[Salmonella's sex life key to mitigating food safety risks](#)

December 20, 2020

[Virulent ND outbreaks underscore need to rethink vaccination program](#)

[Genomic sequencing could aid ILT control efforts in poultry](#)

[Navigating the maze of alternative products for necrotic enteritis control](#)

January 3, 2020

['Causal' pie chart can help manage necrotic enteritis](#)

[What more can live production do to reduce *Salmonella* in poultry?](#)

[Unusual presentation of bacterial septicemia in broilers tied to breeders](#)

January 22, 2020

[Perdue veterinarian seeks answers to inconsistent foodborne pathogen load](#)

[Tuning up live-vaccine priming for infectious bursal disease and reovirus](#)

[NAE production: Helping contract growers navigate maze of new challenges](#)

Free booklet recaps highlights of infectious bronchitis roundtable

A colorful 28-page booklet recapping highlights of a roundtable discussion on infectious bronchitis virus (IBV) is now available through Poultry Health Today. The event — “Infectious Bronchitis: Evolving Strategies for an Evolving Virus” — featured renowned IBV experts and practitioners who shared their practical experiences managing the costly coronavirus in poultry. Click [here](#) to download a free copy. □

Effective *Salmonella* control requires involvement of entire production chain

January 24, 2020 in [PoultryHealthToday.com](#) by Douglas L. Fulnechek, DVM, Zoetis

Since public interest drives public policy, it's no surprise USDA's Food Safety and Inspection Service tightened the standards for the maximum acceptable limit of *Salmonella* at processing, according to Douglas L. Fulnechek, DVM, Senior Public Health Veterinarian, Zoetis.

“The *Salmonella* prevalence in chicken parts is dropping, based on USDA data,” he writes in an article for Poultry Health Today. “However, we have a long way to go — and the pressure is on.”

[Click here for full article](#) □

Diagnostics key to effective mycoplasma control

Feb 7, 2020 from [PoultryHealthToday.com](#)

Avian mycoplasmosis is a problem for poultry producers worldwide, but according to Naola Ferguson-Noel, DVM, MAM, PhD, University of Georgia, there's no “one-size-fits-all” approach to managing it. It depends on where you are, which segment of the industry you work in and what your goals are.

[Click here for full article](#) □

Antibodies delivered via corn could combat coccidiosis

November 25, 2019 by [Elizabeth Doughman](#) in [WattAgNet.com](#)

Coccidiosis is one of the most common and costly chicken diseases today. The infusion of functional proteins into corn kernels could help control the spread of the disease, says one expert.

[Click here for full article](#) □

CRISPR-Edited Chickens Made Resistant to a Common Virus

January 20, 2020 in [NewScientist.com](#) by Michael Le Page

CRISPR genome editing has been used to make chickens resistant to a common virus. The approach could boost egg and meat production worldwide while improving welfare. The altered chickens showed no signs of disease even when exposed to high doses of the avian leukosis virus (ALV). The virus is a problem for poultry farmers around the world, says Jiri Hejnar at the Czech Academy of Sciences.

[Click here for full article](#) □

Reduction of Salmonella and Campylobacter on Raw Poultry

January 9, 2020 in [Zootecnicainternational.com](#) by Aubrey F. Mendonça

In the United States, poultry is the most highly consumed meat and its consumption has grown steadily over the past twenty years. According to the United States Department of Agriculture (USDA) statistics, total poultry (chicken and turkey) consumption (pounds per capita) in the U.S. annually, increased from 93.9 lb. (1999) to 101.4 lb. (2008) to an estimated 109.7 lb. (2018). More importantly, the poultry industry has witnessed changes in consumer preferences from whole birds to chicken parts. For example, in 1962, about 83% of broilers were sold as whole birds with 15% sold as parts. In contrast, by 2009, 12% of broilers were marketed as whole birds and 42% as parts. To date this trend has continued and will most likely increase as consumers demand for more ready-to-cook and easy-to-prepare food products.

[Click here for full article](#) □

Storm in a teacup: The ionophore coccidiostats debate

March 4, 2019 in [PoultryWorld.net](#) by Fabian Brockotter

Some expect that ionophore coccidiostats will soon cease to be feed additives, while others believe they will at least remain available through the vet.

[Click here for full article](#) □

Control key to protecting flocks from more virulent, resistant *E. coli*

February 3, 2020 in [PoultryHealthToday.com](#)

In poultry production, *E. coli* has long had a reputation as an opportunist, causing infection only after a primary pathogen had first cleared the way. But according to Lisa Nolan, PhD, University of Georgia, research shows many strains are capable of causing disease directly. And with antibiotic resistance on the rise, control and prevention are essential.

[Click here for full article](#) □

Project Tackles Avian Influenza Virus Diversity, Transmission

December 9, 2019 in [FeedStuffs.com](#)

The University of Oklahoma in Norman, Oklahoma, is taking a key role in a new project that could help surveillance and pandemic preparedness for avian influenza viruses that infect people, wild birds and poultry, the university announced Dec. 5. The National Science Foundation awarded a \$2.5 million grant to the University of Oklahoma to investigate the diversity and transmission of avian influenza viruses. The grant, to be paid out over five years, is in the area of disease ecology and public health.

[Click here for full article](#) □



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Learn more at poultryhealthusa.com

Poultry Vaccines Market: Global Forecast to 2024

December 26, 2019 in [ThePoultrySite.com](#)

The "Poultry Vaccines Market - Growth, Trends, and Forecast (2019 - 2024)" report has been added to ResearchAndMarkets.com's offering. The demand for poultry vaccines is majorly driven by the growing poultry headcount and increasing prevalence of zoonotic diseases in poultry. Furthermore, growing consumption of meat globally, initiatives are taken by the government, growing demand for poultry-related food products, latest technologies for manufacturing new vaccines and the increasing poultry healthcare expenditure are the factors that are fueling the growth of the global poultry vaccines market.

[Click here for full article](#) □

Tuning up live-vaccine priming for infectious bursal disease and reovirus

December 27, 2019 in PoultryHealthToday.com

In an interview with *Poultry Health Today*, Kalen Cookson, DVM, MAM, explained why live priming of breeder pullets for infectious bursal disease virus (IBDV) and reovirus is important. "By initiating an immune response with live vaccines, pullets respond better and more uniformly to the killed IBDV and reovirus vaccines they'll need later."

[Click here for full article](#) □

Newcastle Disease Control: The Importance of Titres in the Live Vaccine

January 15, 2020 on [ThePoultrySite.com](#) by Jose Luis Losada Torres

Newcastle disease is a major problem in the poultry industry and is caused by a virulent strain of Avian Paramyxovirus Type I (APMV-I). The Newcastle virus is divided into two classes, class I and class II, class II being the most important for the poultry industry. Class II is divided into XVIII genotypes, however Newcastle disease has just one serotype, the different genotypes being similar antigenically (Afonso, 2017).

[Click here for full article](#) □

E. coli vaccination in broilers: Is it worth the cost?

February 27, 2020 in [PoultryHealthToday.com](#)

To vaccinate or not to vaccinate? That's the question facing broiler producers looking to protect their flocks from *E. coli* while controlling costs. However, new research shows that *E. coli* vaccination in broilers actually makes good economic sense.

[Click here for full article](#) □

Pullet vaccination: There's always room for improvement

February 26, 2020 in [PoultryHealthToday.com](#)

Vaccination of pullets to help them build immunity and pass on protective antibodies to broilers is important in any type of production system.

Does pullet vaccination need to change along with the industry's evolving production systems? What aspects of pullet-vaccination are most critical to evaluate and why? Do any common vaccination problems exist in broiler breeder flocks?

In a talk with *Poultry Health Today*, Tim Cummings, DVM, senior technical services veterinarian, Zoetis, addresses these questions and shares other practical vaccination-management tips.

[Click here for full article](#) □

Feather analysis to monitor antibiotic usage

February 3, 2020 in [PoultryWorld.net](#) by Anna Gajda

Researchers at the Polish national veterinary research institute evaluated feather analysis as a non-invasive alternative to tissue sampling for the surveillance of doxycycline use on poultry farms. It seems that bird exposure to antibiotics is best indicated by testing feathers, as antimicrobials have the potential to accumulate in poultry feathers.

[Click here for full article](#) □

Bizarre Food Preferences in China Contribute to Emerging Diseases

Editorial by Dr. Simone Shane in [Chick-News.com](#), Feb. 5, 2020

As public health officials throughout the world develop plans to control the emergence of the Wuhan coronavirus infection that has spread from the city in Hubei to other provinces in China and to 13 nations including the U.S. all served by air transport. China has confirmed 20,000 cases with close to 500 fatalities as of Tuesday February 4th.

Dr. Gao Fu, director of the *China Center for Disease Control and Prevention* stated emphatically "the origin of the new coronavirus is the wildlife sold illegally in a Wuhan seafood market."

According to investigators as many as 50 different species of mammals and reptiles were offered for sale in the implicated source of infection. Coronavirus strains that may persist in reservoir hosts may undergo mutation when concentrated in wet markets. Inevitably contact between poachers of wildlife, workers and customers of wet markets will permit animal to human transmission especially with respect to unstable viruses. Not only are exotic animals available in markets, but the Alibaba website offers live birds, snakes and other reptiles for sale.

Christian Walzer, Executive Director of the New York Wildlife Conservation Society stated "the animal welfare part of this is obvious, but much more hidden, it's the stashing and mixing of all these species together in a small area with secretions and urine together."

In 2003, severe acute respiratory syndrome (SARS) emerged and was responsible for 20, 000 cases and 800 fatalities. The coronavirus responsible for SARS is 70 percent related to the Wuhan coronavirus and passed from bats that are the natural reservoir host to palm civets regarded as a food delicacy in China.

In the present outbreak, health authorities have responded rapidly and possibly with overkill. Trading in live poultry has been suspended and transport of wild animals is banned. Markets, zoos and parks have been closed. As an extreme measure travel quarantines were imposed on at least sixteen metropolitan areas including Wuhan encompassing 50 million people at the beginning of the Lunar New Year holiday restricting travel.

Special emphasis is placed on Guangdong characterized by an affluent segment of the population avidly consuming exotic species. This Province has close contact with Hong Kong and is connected by direct flights to numerous nations in Asia, Europe and the Americas.

The Chinese preoccupation with exotic animals to produce traditional "medicines" has done much to threaten wildlife species. Consuming various reptiles and animals as food is an additional factor in threatening the survival of endangered species. The public health aspect creates an imperative to impose restrictions on open sale of live exotic animals for food and to suppress illegal trade in reptiles and mammalian species.

The next virus to emerge from China may not be as easy to control as SARS and hopefully the current Wuhan coronavirus. □

Chinese Poultry Farmers in Coronavirus Stricken Province Destroying Birds

February 4, 2020 in [Agriculture.com](#) by Hallie Gu and Dominique Patton

Some poultry farmers in the province at the heart of China's coronavirus outbreak are having to euthanize young birds as new rules to contain the disease have paralyzed the transport of feed supply and live animals to slaughterhouses. The ban on the movement of live poultry, believed to be a potential disease risk, has stopped farmers in Hubei from getting chickens and eggs to market.

[Click here for full article](#) □

Coronavirus hamstringing China's poultry market

February 4, 2020 in [MeatPoultry.com](#) by Joel Crews

The epidemic is causing supply shortages as health officials scramble to control the impact.

[Click here for full article](#) □

Coronavirus could hasten shift from wet markets in China

BY ROY GRABER ON FEBRUARY 7, 2020 IN [WATTAGNET.COM](#)

Human health concerns amid the coronavirus outbreak in China could play a role in speeding up the transition from poultry sold at wet markets to a more modern retail grocery setting, Tyson Foods CEO Noel White said.

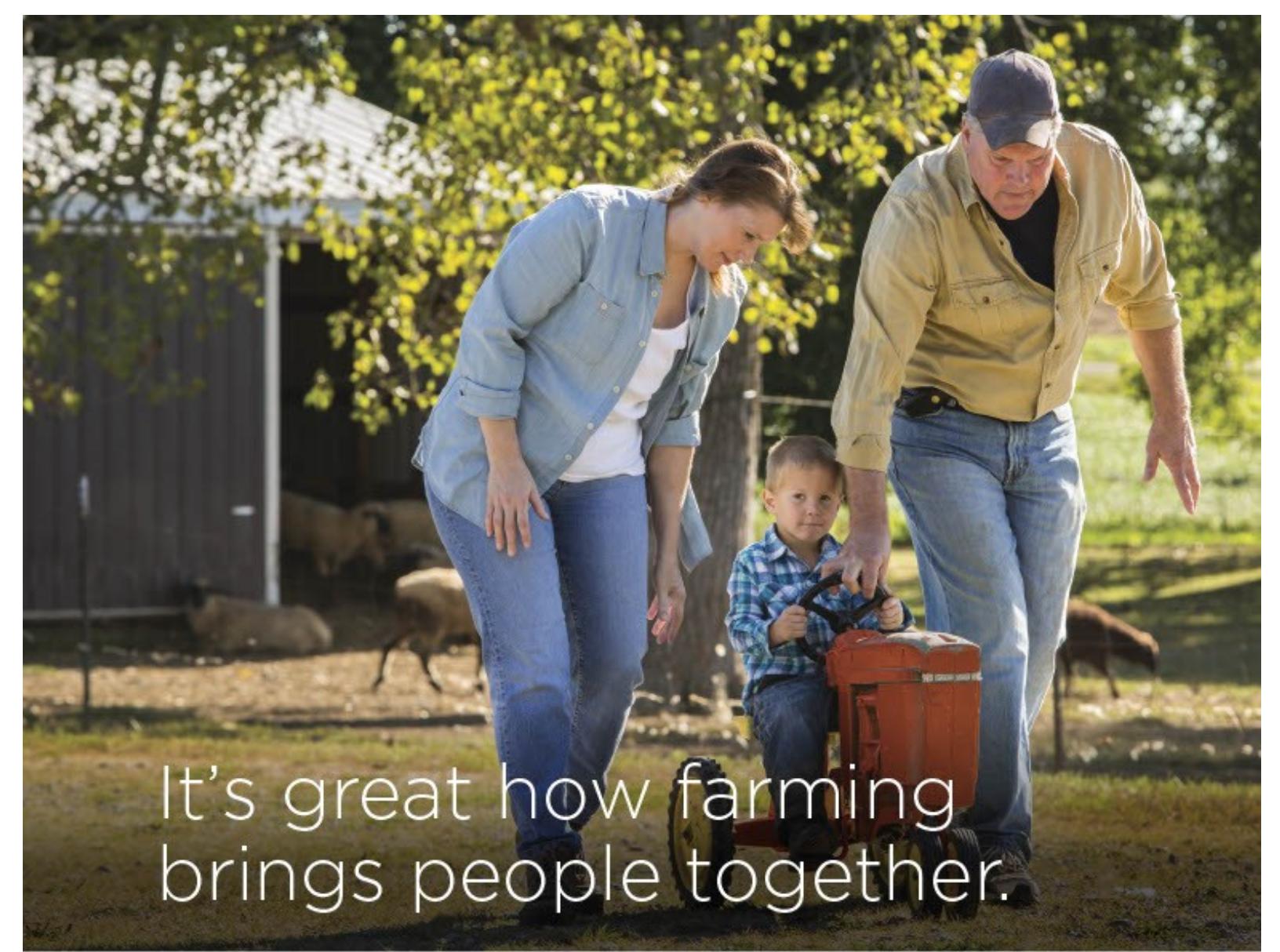
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China province culls 18K chickens over H5N1 outbreak

February 4, 2020 in [MeatPoultry.com](#) by Ryan McCarthy

The government agency said it occurred in the Hunan province.

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2019's Top 10 multistate foodborne outbreaks by number of illnesses

Information from FoodSafetyNews.com on December 27, 2019 by Dan Flynn

A foodborne outbreak occurs whenever two or more people get sick from the same contaminated food or beverage. If the illnesses occur in two or more states, the situation becomes a multistate foodborne disease outbreak.

The federal Centers for Disease Control in Atlanta is the lead coordinator for public health partners for all multistate foodborne disease outbreaks. The CDC detects the outbreak, defines its size and extent, and identifies the source. Sometimes the CDC does not name the specific company or companies involved.

The Food and Drug Administration, the USDA's Food Safety and Inspection Service (FSIS), and state and local public health officials may also investigate outbreaks to control them so more people do not get sick and to learn how to prevent similar outbreaks from happening in the future.

The FDA's Coordinated Outbreak Response and Evaluation (CORE) Network is available to manage not just outbreak response, but surveillance and post-response activities related to incidents involving multiple illnesses linked to FDA-regulated human and animal foods, and cosmetic products.

It's a good year when the top multistate foodborne outbreaks can be ranked only by the number of illnesses involved. This year was looking like a good year because no outbreak had involved any known deaths.

That changed on Dec. 18 when the CDC reported bulk, fresh hard-boiled eggs produced by Almark Foods of Gainesville, GA, were contaminated with Listeria. Seven illnesses and one death were blamed on the contaminated eggs.

The peeled hard-boiled eggs are packaged in pails for sale to foodservice operators nationwide. Almark has not recalled the eggs. The CDC is warning against selling, serving, using or eating the hard-boiled eggs in other food products. With that caveat for the one death caused by hard-boiled eggs, we rank the top foodborne diseases outbreaks by the number of illnesses.

241 — Cyclospora

There were multiple outbreaks of cyclosporiasis in 2019, with about 10 percent of the year's cases tied to **fresh imported basil**. And that was enough to cause more illnesses than any other foodborne outbreak during 2019. The Cyclospora cayetanensis is a parasite that is so small it can only be seen under a microscope. The parasite invades the intestinal tract via contaminated food and beverages. The 241 illnesses occurred in 11 states without any deaths. Six were admitted to hospitals.

138 — E. coli O157: H7 - Romaine lettuce

Another E.coli outbreak involving **Romaine lettuce**, this one has caused illnesses in 25 states and sent 72 people to hospitals with more serious conditions. CDC says a "common grower" in the Salinas CA growing region is likely responsible, but they've not named the culprit. CDC has warned consumers not to eat Romaine lettuce from the Salinas, CA growing region or any product where the growing region is not known. Growers sometimes voluntarily include the growing region on the label, and sometimes they do not. The Wisconsin Department of Health Services has linked an unopened bag of Fresh Express leafy green romaine to this outbreak.

137—Salmonella Carrau

In April, CDC warned consumers about recalled **pre-cut melon products** that would go on to sicken 137 people in ten states and sending 38 to hospitals.

81 — Salmonella Uganda

Imported Cavi Brand **whole, fresh papayas** sickened 81 people in nine states with Salmonella Uganda. One-third of those sickened ended up in hospitals. Most notable was the refusal by Agrisib's LLC, the exclusive distributor of the Cavi brand papayas, to initiate a recall to the imported fruit. Nor did FDA use its power to order a recall. The agency did, however, go directly to Agroson's wholesale customers to make sure Cavi brand papayas were removed from the marketplace.

62 — E Coli O157: H7

The 17-state outbreak began in late 2018 but did not end until February 2019. Of 62 cases, it saw 25 or 40 percent require hospital treatment. The contaminated **Romaine** blamed in this outbreak also came from California. The investigation into this outbreak was extensive, causing FDA to "strongly recommend the entire leafy green supply chain adopt traceability best practices and state-of-the-art technology to assure quick, accurate and easy access to key data elements from farm-to-fork when leafy greens are involved in a potential recall or outbreak."

47 — Scombrotoxin Fish Poisoning

Between August and October, 47 Americans in ten states were victims of scombrotoxin fish poisoning of **yellowfin or Ahi Tuna**. Only one went to the hospital, and nobody died, but the FDA made Truong Phu Xanh Co. initiate a voluntary recall of its yellowfin tuna. FDA also said none of the Vietnamese company's production for 2019 should be consumed. Scombrotoxin fish poisoning occurs when fish is not kept properly chilled or preserved, and it begins to spoil.

(continued on next page)

2019's Top 10 multistate foodborne outbreaks by number of illnesses *(continued from previous page)*

33 — E. coli 0121 & 0103

Ground bison supplied by Northfork Bison in Saint Leonard, Quebec, Canada was the likely source of E. coli 0121 and 0103 illnesses in the United States. The ground bison meat and patties, produced between Feb. 22 and April 30, 2019, was believed to be responsible for the illnesses.

Eighteen of the 38 people or almost half with E. coli infections in eight states required hospitalization. FDA regulates bison in the United States because the authority has never been specifically assigned to the USDA's Food Safety and Inspection Service (FSIS). The ground bison was sold frozen and may remain in home freezers.

21 — E. coli 026

ADM Milling Co. **flour** was contaminated with E. coli 026, causing 21 illnesses in nine states. Brand Castle, ALDI, King Arthur, and Pillsbury Best were among the brands quickly recalled.

Three people infected with O26 required hospitalization. The CDC declared the outbreak over in July. However, because of the long shelf life of flour, and consumers' usual practice of using storage containers while throwing out original packaging, could easily result in more illnesses.

18 — Hepatitis A

Fresh conventional **blackberries** from Fresh Thyme Farmers Market and Woodman's Market are responsible for a six-state Hepatitis A outbreak that has infected 18 and sent ten to hospitals. The blackberries were traced back to the two grocery chains. The FDA urged consumers to not consume fresh conventional Blackberries purchased last September from Fresh Tyme Farmers Markers in 11 states or from Woodman's Markets in Wisconsin and Illinois.

13 — Salmonella Newport

Thirteen people in seven states were sickened by Salmonella Newport because they consumed **frozen ground tuna** that was contaminated with the pathogen. Jensen Tuna recalled the product that it distributed to seven states, but that was also distributed further by others. The outbreak also caused the FDA to add JK Fish of Vietnam to import alerts.

(To sign up for a free subscription to Food Safety News, [click here](#).) □

Experts assess potential of whole genome sequencing in food safety

Jan 19, 2020 in [FoodSafetyNews.com](#)

Whole genome sequencing offers new possibilities for foodborne outbreak detection and investigation, source attribution and hazard identification, according to an EFSA panel. The scientific opinion by the panel on Biological Hazards covers use of whole genome sequencing (WGS) and metagenomics for outbreak investigation, source attribution and risk assessment of foodborne pathogens. Cost/benefit analyses and technical.

[Click here for full article](#) □

Korea's food safety regulations for poultry found equivalent to U.S.

By News Desk on Dec 30, 2019 in [FoodSafetyNews.com](#)

Su Jin Kong, the imported food policy director for the Republic of Korea, learned on Dec. 16 that his country's regulation for processed poultry products continues to be equivalent to that of the United States. The finding follows an on-site equivalence verification audit by the U.S. Department of Agriculture's Food Safety and Inspection Service (FSIS), which ran from May 13 to May 29, 2019.

[Click here for full article](#) □

Advances in carcass treatments enhance food safety

12.17.2019 By [Bernard Shire](#) in [MeatPoultry.com](#)

Keeping carcasses clean during processing is essential to food safety.

[Click here for full article](#) □

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Scientists create new antibacterial coating for medical, food industries

By [Julie Larson Bricher](#) on 1/2/2020 from [MeatingPlace.com](#)

Researchers at McMaster University in Ontario, Canada have developed a self-cleaning plastic surface that can prevent biofilm formation and the transfer of antibiotic-resistant superbugs and other bacteria in food production, hospital and kitchen settings.

In a [paper](#) published in the journal *ACS Nano*, researchers noted that the new plastic surface — a treated form of conventional transparent wrap — is ideal for use as food packaging because it could stop the accidental transfer of bacteria such as *E. coli*, *salmonella* and *listeria* from raw chicken, meat and other foods.

The treated material also can be shrink-wrapped onto door handles, railings, IV stands and other surfaces in hospitals and kitchens that can be magnets for bacteria such as methicillin-resistant *Staphylococcus aureus* (MRSA) and *Pseudomonas aeruginosa*.

The researchers found that the wraps were effective for reducing biofilm formation of MRSA and *Pseudomonas aeruginosa*, by 87% and 84%, respectively. In addition, treated surfaces remained free of bacteria after being touched by an *E. coli*-contaminated surface.

Inspired by the water-repellent lotus leaf, the new surface works through a combination of nanoscale surface engineering and chemistry, the researchers explained in a press release. The surface is textured with microscopic wrinkles that exclude all external molecules. A drop of water or blood, for example, simply bounces away when it lands on the surface. The same is true for bacteria.

"We're structurally tuning that plastic," said coauthor Leyla Soleymani, an engineering physicist with McMaster University. "This material gives us something that can be applied to all kinds of things."

The surface is also treated chemically to further enhance its repellent properties, resulting in a barrier that is flexible, durable and inexpensive to reproduce, the researchers added.

"We can see this technology being used in all kinds of institutional and domestic settings," Tohid Didar, McMaster University engineer and paper coauthor, explained. "As the world confronts the crisis of antimicrobial resistance, we hope it will become an important part of the antibacterial toolbox."

The researchers said they hope to work with a commercial partner to develop commercial applications for the wrap. □

Foodservice to Continue Transformation in Next Decade

December 30, 2019 in [MeatPoultry.com](#) by Keith Nunes

Restaurant industry sales in the United States in 1970 were \$40 billion, according to the National Restaurant Association. The trade association forecasts sales this year will reach \$863 billion and by 2030, \$1.2 trillion. The growth shows an industry that has successfully adapted to a host of lifestyle changes ranging from increased numbers of women in the workforce to consumer demand for greater convenience. In the next decade, the foodservice sector will undergo additional transformation as digital technologies play a greater role influencing consumer purchasing patterns.

[Click here for full article](#) □

Research available on poultry processing wastewater treatment

By [Rita Jane Gabbett](#) on 12/9/2019 in [MeatingPlace.com](#)

USPOULTRY and the USPOULTRY Foundation announce the completion of a funded research project at the Georgia Institute of Technology in Atlanta, Georgia, in which researchers assessed peracetic acid (PAA) in poultry processing wastewater treatment systems.

In Project #F074: Fate and Effect of Peracetic Acid Solutions in Poultry Processing Wastewater Treatment Systems, Dr Spyros G. Pavlostathis and colleagues at the Georgia Institute of Technology looked at fate and effect of PAA in poultry processing wastewater treatment systems. They assessed the degree/extent of PAA carryover into various poultry processing waste streams and its stability in such streams.

The research was made possible in part by an endowing Foundation gift from Cargill and is part of the Association's comprehensive research program encompassing all phases of poultry and egg production and processing.

A complete report, along with information on other Association research, may be obtained by going to USPOULTRY's website, [www.uspoultry.org](#). □

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Video aimed at improving broiler welfare

Dec 20, 2019 in [PoultryWorld.net](#) by Jake Davies

A new video highlighting best practice for assessing broiler behavior has been launched in the UK.

It was created following collaborative work by The Co-op, their chicken supplier, 2 Sisters Food Group, and research partners FAI Farms and the University of Bristol.

Over the last 4 years, The Co-op has partnered with FAI Farms and the University of Bristol to undertake research into the assessment of broiler behavior by farmers.

Gaps in current training

This research highlighted gaps in the current training provided to new broiler farmers. Firstly, around the importance of observing broiler behaviour and secondly, how farmers could improve welfare through the encouragement of positive behaviors.

“Expression of specific behaviors that are important to an animal is crucial in ensuring they have a life worth living.” - Annie Rayner, research manager at FAI farms and PhD student at the University of Bristol.

Positive behaviors

Positive behaviors are natural behaviors that animals are highly motivated to perform, and these create positive experiences for the birds, resulting in enjoyment or pleasure.

Also read: [New EU welfare resource](#)

Opportunities to display positive behaviors is an important way to improve the quality of life for animals.

Positive behaviors for broilers include wing flapping, running, jumping, dustbathing, scratching at the litter.

The training video captures on-farm footage of broilers performing positive behaviors and describes why these behaviors are important for bird welfare.

It then goes on to highlight the importance of litter, describing why maintaining dry and friable litter is not only good for the health of the birds, but also acts as another source of environmental enrichment for birds to interact with and perform positive behaviors.

The training video also describes how to observe birds, encouraging farmers to take time out of their day to simply watch the birds as this is the best way to understand the behavior of the birds and can help farmers to quickly spot when something is not quite right.

To watch the video [click here](#). □



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Lighting considerations to improve broiler welfare

January 31, 2020 in [WattAgNet.com](#) by Elizabeth Doughman

A trio of welfare experts discussed the impact of [light on broiler wellbeing](#) on Thursday, January 31 at the Broiler Welfare Panel, presented by Watt Poultry USA and co-located with the 2020 [International Production & Processing Expo](#) (IPPE) in Atlanta, Georgia.

Karen Christensen, the Senior Director of Animal Wellbeing, [Tyson Foods](#), Karen Schwean-Lardner, an Associate Professor in the Department of Animal and Poultry Science at the University of Saskatchewan and Ann-Marie Neeteson, Vice President of Welfare and Compliance, [Aviagen](#) addressed artificial versus natural lighting concerns and the optimal length of light/dark for birds during the panel.

The session was moderated by Terrence O'Keefe, the Content Director for Watt Global Media.

Artificial vs. natural light

Some welfare programs, like the new [Global Animal Partnership \(GAP\) standards](#), require broilers have access to natural light, either via a window or by outdoor access.

The sun emits three kinds of ultraviolet light: UVA, UVB and UVC. The kind of windows typically used in broilers houses prevent UVB and UVC from entering the room, making the any possible benefits of natural sunlight negligible, Schwean-Lardner explained.

There is some scientific data that says that ultraviolet light can increase bird activity and decrease broiler pecking, she noted, however most of it is tied to light intensity.

Optimal light/dark period

Most experts recommend a [minimum of four hours of darkness](#) in the broiler house each day. Optimally, a lighting program will give birds between four and ten hours of darkness per day.

"It may also depend on where you have your chickens," Neeteson said. In the summer, longer daylight hours can cause problems with bird behavior. In some European countries, poultry producers can now cover windows to ensure that the birds receive enough time in the dark.

All three panelists stressed that lighting programs need to be flexible – what's right for one facility may not be best for another.

"I am absolutely passionate about the fact that lighting needs to be right for my program, because I don't want to implement anything on my birds that is in any way negative to them," Christenson added. □

Hormone-based sexing could reduce male chick culling

February 21, 2020 in [WattAgNet.com](#) by Elizabeth Doughman

A new approach to in-ovo sex sorting that uses lasers, robots and hormone-based sex identification methods could reduce or even eliminate male chick culling at layer farms.

Producers spend more than \$70 million in labor and energy to incubate and sex their eggs and the value of wasted eggs in the U.S. is more than \$440 million annually. Animal welfare organizations have pressured the egg industry to find an alternative approach.

[Click here for full article](#) □

France, Germany to end male layer chick culling

January 31, 2020 in [WattAgNet.com](#) by Jackie Linden

France has joined Germany on a new initiative to end the practice of culling of male chicks from the table egg flock at the end of 2021.

[Click here for full article](#) □

Accelerated MRI technology could sex chicks in ovo

January 2, 2020 in [WattAgNet.com](#) by Elizabeth Doughman

Magnetic resonance imaging (MRI) scans are typically used to create detailed images of organs and tissues in the body. The team at [Orbem.ai](#), led by co-founder Pedro Gomez, believe they can use accelerated MRI technology to automatically scan and classify eggs without penetrating the shell.

Currently, [a chick's sex can only be identified after hatching](#). Male chicks are of little use to the egg industry and approximately 6-7 billion male layer chicks are culled each year. Producers spend more than \$70 million in labor and energy to incubate and sex these eggs and the value of wasted eggs in the US is more than \$440 million annually.

[Click here for full article](#) □

Infographic: How will consumer's cook meat and poultry in 2020?

Source: USPOULTRY Wire on January 3, 2020

Air frying is predicted to be the most popular home cooking method in 2020, followed by pressure cooking, according to research by Les Dames d'Escoffier International. The non-profit's annual global study forecasts the most innovative trends in the culinary and cultural landscape for the next year. It looks at what's emerging, slowing down and just around the corner in the culinary and hospitality industries. For meat and poultry processors, this insight provides direction in recipe development, package innovation and product promotion.

COOKING METHODS

EXPECT TO FIND MORE IN RECIPES AND/OR MENUS IN 2020

The infographic features a central title 'COOKING METHODS' above a blue banner with the text 'EXPECT TO FIND MORE IN RECIPES AND/OR MENUS IN 2020'. To the left, there are four small images: a tray with salmon fillets and asparagus, a grill with steaks, a slow cooker with french fries, and a jar with pickled vegetables. To the right, a large grey triangle lists 15 cooking methods, each associated with a colored circle:

- AIR FRYING (Yellow)
- PRESSURE COOKER / INSTANT POT (Purple)
- FIRE ROASTING (Red)
- SLOW COOKING & BRAISING (Blue)
- SOUS VIDE (Green)
- OVEN ROASTING (Red)
- FERMENTING & CANNING (Yellow)
- GRILLING (Yellow)
- QUICK & CONVENIENT (Green)
- STEAMING (Blue)
- RAW (Blue)
- SMOKING (Yellow)
- SHEET PAN (Purple)
- MICROWAVE (Red)

Other report insights include flavor innovation influenced by Mexico, Latin America, South East Asia, North and East Africa, the Balkans and Caucasus. Foods to watch for are insects, regional chilies and spice blends, flatbreads, risotto made with fish and a full Japanese breakfast including rice, soup, vegetables and a protein.

Also read, "[3 key food trends to watch for 2030](#)": Change, Incorporated; smart diets; high-tech harvests. □

Consumers want Nashville hot chicken, boneless wings in 2020

December 23, 2019 in [WattAgNet.com](#) by Elizabeth Doughman

2019 was the year of the Chicken Sandwich Wars. Experts are predicting 2020 will be the year of Nashville hot chicken and boneless wings. Both food items were predicted as top sellers for the coming year.

[Click here for full article](#) □

Chicken Sandwich Craze and Swine Fever to Boost 2020 Poultry Demand

December 19, 2019 in [Bloomberg.com](#) by Lydia Mulvany

Since November, poultry prices have been ticking up from record lows of the past two years -- the opposite of what usually happens at this time of year. Along with positive trade news for chicken out of China and a new-found poultry popularity in U.S. restaurants, 2020 is shaping up to be a winning year for American producers.

[Click here for full article](#) □

Litter Management

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 - a. A continuous refinement of BMPs led to the development of Precision Litter Management, a program for maximizing performance potential and minimizing environmental challenges.



We Defined Litter Management

Will 2020 be a turning point for plant-based meats?

December 13, 2019 in [FeedStrategy.com](#) by Jackie Roembke

With new innovations and investments, 2019 was a big year for plant-based meats, but what does this mean for the future of traditional animal proteins?

[Click here for full article](#) □

Plant-based products advance to suit consumer needs

12.20.2019 By Andy Nelson in [MeatPoultry.com](#)

The growing food trend is leaving its mark in supermarkets on a department-by-department basis.

[Click here for full article](#) □

Mintel: Plant-based foods' menu migration continues

December 31, 2019 in [MeatPoultry.com](#) by Sam Danley

More than half of consumers agree restaurants should offer more plant-based protein options.

[Click here for full article](#) □

Broiler Industry Profit Margin Compression Likely in 2020

January 2, 2020 in [WattAgNet.com](#) by Mark Jordan

Lower prices and higher input costs are expected to reduce profitability in the U.S. broiler industry in 2020. Despite higher costs and lower prices, U.S. chicken companies are still expected to see positive net returns of between \$0.03 and \$0.04 per pound (on an RTC basis) overall this year. That would represent a noticeable drop-off from 2019 that featured average net returns of more than \$0.08 per pound but still far better than 2018 with an average profit margin of less than \$0.01 per pound.

[Click here for full article](#) □

Poultry Consumption to Grow by 15 Million Tons in the Next Eight Years

January 14, 2020 in [EuroMeatNews.com](#)

Developing countries will support poultry production and consumption around the world by adding 21% in volume to the consumption level reported in 2016. In the next eight years, the demand for poultry meat in these countries will reach almost 88 million tons per year, adding 15 million tons to the levels reported in 2016.

[Click here for full article](#) □

Global Poultry Market to Reach \$347 Billion in Eight Years

December 5, 2019 in [EuroMeatNews.com](#)

Over the next eight years, the global poultry market is expected to grow from \$267 billion to \$347 billion due to rising demand in emerging markets such as China and India, reveals the latest market research issued by Coherent Market Insights.

[Click here for full article](#) □

3 key food trends to watch for 2030

December 30, 2019 in [WattAgNet.com](#) by Elizabeth Doughman

Concerns about sustainability and advances in technology will shape consumer demands over the next decade, according to [Mintel's 2030 Global Food and Drink Trends](#).

The report identified three key opportunities to help the global food and drink industry prepare for the [evolution in consumer behaviors and attitudes](#) over the next ten years.

Change, Incorporated

Successful companies in 2030 will be ones that are dedicated to [global sustainability](#) and the health of its population.

"Consumers are hungry for leadership and demonstrable change on environmental issues, ethical business practices, public health and other important causes. In 2025, brands will prioritize people and the planet over profitability. Consumers will increasingly reward the companies that make a difference with their loyalty in the next 10 years," the report said.

[Click here for full article](#) □

Poultry Processing Tech: Managing and Measuring

December 5, 2019 in [MeatPoultry.com](#)

Operators of modern poultry processing plants, many running capacities of more than 10,000 birds per hour, rely on a complete, clear overview of all their processes to maintain control of the product flow from incoming broilers to packaged products. Roy Driessen, industry marketing manager, poultry, for Marel Poultry, headquartered in Iceland, with US operations in Lenexa, Kansas, says processing lines need to transfer raw material into high-quality products and deliver the right product to the right customer at the right time. The only way to manage all of the factors is to implement an advanced software platform that provides all opportunities for data collection, traceability, production control, quality control and performance monitoring (OEE), he says.

[Click here for full article](#) □

Poultry processing staff key to cost and loss control

January 20, 2020 in [WattAgNet.com](#) by Eduardo Cervantes Lopez

To minimize chicken meat losses and lower costs at the poultry processing plant, staff must be actively engaged and encouraged.

[Click here for full article](#) □

Poultry Processing Tech: Making the Cut

February 10, 2020 in [MeatPoultry.com](#) by Keith Loria

Processors are demanding more speed and accuracy from their poultry cut-up lines and equipment manufacturers are delivering those solutions. With the increased demand for automation, wing cutting and dark meat deboning have become an essential part of high speed cut-up systems for poultry processing.

[Click here for full article](#) □

Could conscious capitalism transform the poultry industry?

January 17, 2020 in [WattAgNet.com](#) by Elizabeth Doughman

Throughout the 2000s, many consumers started caring less about specific brands and more about [what a company stands for](#).

Today, nearly two-thirds (63%) of global consumers choose to buy goods and services from a company that shares their own values and beliefs, [according to research from Accenture](#).

The term conscious capitalism was first coined by Whole Foods CEO John Mackey in 2013. Companies that embrace the conscious capitalism concept believe that when practiced consciously, business elevates humanity.

"Conscious capitalism is a way of thinking about business and capitalism that emphasizes the human nature of these endeavors," explained Alexander McCobin, the CEO of [Conscious Capitalism, Inc.](#) "It starts from the premise that business is a force for good and there is a way to practice business that elevates humanity through our work."

[Click here for full article](#) □

What does US-China trade deal mean for poultry industry?

January 20, 2020 in [WattAgNet.com](#) by Roy Gruber

Phase One of a trade deal between the United States and China was signed by both parties on January 15, but many questions have been asked since the signing ceremony was held.

[Click here for full article](#) □

Coronavirus reroutes U.S. chicken shipments bound for China

February 13, 2020 by P.J.Huffstutter in [Reuters.com](#)

Ships carrying refrigerated cargo containers of chicken from the United States to China are being diverted to ports in Hong Kong, South Korea, Taiwan and Vietnam due to the coronavirus outbreak, according to a U.S. poultry export trade group.

[Click here for full article](#) □

Could wearables reduce worker injury in the poultry industry?

January 28, 2020 in [WattAgNet.com](#) by Elizabeth Doughman

Wearables could be one way to reduce the number of MSDs in the poultry industry, explained Dr. Jason Guss, the CEO at Iterate Labs, during a session on ergonomics at the 2020 International Production & Processing Expo (IPPE), in Atlanta, Georgia.

[Click here for full article](#) □

How to manage rubber finger use during poultry processing

December 15, 2019 in [WattAgNet.com](#) by Eduardo Cervantez Lopez

Defeathering is reliant on the successful management of rubber fingers, and there are variety of factors that can contribute to their performance.

[Click here for full article](#) □

Ergonomic Improvements in the Poultry Industry Highlighted at the 2020 IPPE

"Ergonomics is an important topic for the poultry industry, which has also been a great influence on ergonomics," stated Bard Hammock, shareholder for Littler, during the Ergonomic Improvements in the Poultry Industry program held at the 2020 IPPE. Hammock provided a 35-year overview of ergonomic progress in the poultry industry, highlighting the Medical Ergonomics Training (MET) Program; Joint Poultry Industry and Health Committee; Georgia Tech Research Institute collaboration; with the Occupational Safety and Health Administration's (OSHA) assistance, development of guidelines for poultry processing for the prevention of musculoskeletal disorders; and the recent OSHA alliance. Hammock also elaborated on key ergonomic technological advancements, including adjustable workstations, powered knives and scissors, ergonomically designed knives, auto-deboning machines and wearable devices.

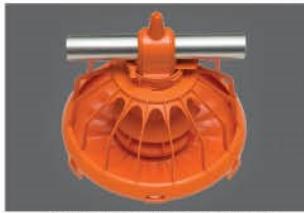
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Weekly Broiler Production and Prices

Feb. 28, 2020 from Chick-News.com

Chick Placements

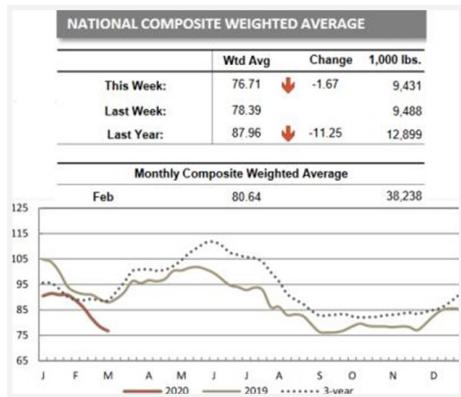
The *Broiler Hatchery Report* released on February 26th 2020 confirmed that a total of 238.6 million eggs were set during the week ending February 22nd 2020, three percent higher than the corresponding week in 2019. A total of 181.8 million day-old chicks were placed among the 19 major broiler-producing states during the week ending February 22nd 2020. This was three percent more than in the corresponding week in 2019. Total chick placements for the U.S. amounted to 190.1 million. Claimed average hatchability was 81.2 percent for eggs set three weeks earlier.

Broiler Production

According to the February 28th 2020 USDA Broiler Market News Report (Vol. 607: No. 09) for the processing week ending February 22nd 2020, 170.0 million broilers were processed during the processing week at an average live weight of 6.26 lbs. (6.20 lbs. last week) and a nominal yield of 76.0 percent. The number of broilers processed was 6.1 percent more than the corresponding processing week in 2019. Processed (RTC) broiler production for the week was 808.6 million lbs. (367,538 metric tons), 8.3 percent more than the corresponding processing week in 2019. For YTD 2020 Processed (RTC) production attained 6,410 million lbs. (2,913,727 metric tons), 7.8 percent more than YTD 2019.

Broiler Prices

The USDA National Composite Weighted Wholesale price on February 28th 2020 was down 1.7 cents per lb. from the previous week to 76.7 cents per lb. compared to 88.0 cents per lb. during the corresponding week of 2019; 80.6 cents per lb. for February 2020 and 90 cents per lb. for the three-year average. □



Commodity Report

Feb. 28 2020 From Chick-News.com

Corn and soybean prices diverged this past week, with corn down 2.7 percent and soy lower by 0.4 percent. Increases in price were expected after signing Phase-One of the trade agreement with China and ratification of USMCA by Congress. Prospects for commodity exports to China are currently restrained by the logistic restrictions imposed due to the ongoing coronavirus outbreak.

Uncertainties still include:

- ◆ The extent and timing of soybean purchases by China in 2020. The U.S. - China Phase-1 agreement incorporating U.S. tariff rescissions, promised purchases of agricultural commodities, concessions on some structural issues by China and strengthened enforcement provisions
- ◆ Exports of soybeans to China amounted to 7.7 percent of projected shipments for 2019/2020 consigned during October and November. The market is now less optimistic that future shipments of soybeans to China will take place according to the quantities promised by the Administration after signing the Phase-One agreement.
- ◆ Justifiable uncertainty regarding the extent of the coronavirus epidemic in China and its effect, in addition to possible spread to other Asian nations.

Questions still exist:

- ◆ Traders are reviewing projected ending stocks and taking into account the relative sizes of both corn and soybean harvests in 2019. The volume of exports of soybeans to China is still uncertain.
- ◆ Brexit is now a certainty after the Conservative Party plan was approved by the House of Commons with a legal departure on January 31st 2020 and a final customs break at the end of January 2021.
- ◆ A U.S. trade agreement with the U.K. should be concluded in 2020 but trade with the U.S. will be conditioned by commitments to the E.U. by the departing nation. A bilateral agreement appears in jeopardy over disagreements over the use of Huawei communications equipment by the U.K.
- ◆ The relationship with the E.U. is tenuous especially with the threat of retaliatory tariffs by the U.S. on food products from France and auto imports from Germany

Compared with February 21st 2020 close, the CME quotation for March corn posted at close of trading on February 28th 2020 was down 10 cents per bushel to 366 cents. Soybeans, expected to be the beneficiary of the Phase-One agreement, were down 4 cents per bushel to 884 cents.

For the consecutive years 2017 through 2019 the U.S. supplied 34.4 percent of soybean requirements for China amounting to 95.5 million metric tons. This was followed by a decline to 16.9 percent of 88.5 million metric tons in 2018 and 16.6 percent of 88.0 million metric tons in 2019.

(continued on next page)

Commodity Report (*continued from previous page*)

The following extracts from the January 10th 2020 edition of the USDA *Grain Stocks Report* indicate the levels of storage on farms and in fields and off-farm for corn and soybeans in early December 2019.

COMMODITY		
Corn (cents per bushel)	March 366 (376)	May 368 (380)
Soybeans (cents per bushel)	March 884 (888)	May 893 (896)
Soybean meal (\$ per ton)	March 298 (289)	May 305 (295)

Changes in the price of corn, soybeans and soybean meal over five trading days this past week were:

COMMODITY CHANGE FROM PAST WEEK

- ◆ Corn: March quotation down 10 cents per bushel (-2.7 percent)
- ◆ Soybeans: March quotation down 4 cents per Bushel (-0.4 percent)
- ◆ Soybean Meal: March quotation up \$9 per ton (+3.1 percent)

For each 10 cent per bushel change in corn:

- ◆ The cost of egg production would change by 0.45 cent per dozen
- ◆ The cost of broiler production would change by 0.25 cent per pound live weight

For each \$10 per ton change in the price of soybean meal:

- ◆ The cost of egg production would change by 0.44 cent per dozen
- ◆ The cost of broiler production would change by 0.25 cent per pound live weight

COMMENTS

The USDA Farm Futures Survey of 728 respondents suggests that 97.3 million acres of corn and 80.6 million acres of soybeans will be planted in 2020.

Subscribers are referred to the February 11th WASDE #597 under the STATISTICS tab.

Prices of commodities are influenced by projections of ending stocks from the 2019 harvest, 2020 exports and domestic use.

Two tranches of support funding were advanced in 2018 amounting to \$12 billion as “short-term” compensation for disruption in trade as Market Facilitation Payments (MFP).

On July 25th the USDA announced an additional \$16 billion MFP package to support agriculture with funds to be distributed in three tranches. Regulations framed in terms of the June 2019 Additional Supplementation

Appropriations for Disaster Relief Act determined eligibility. Funds amounting to approximately \$8.8 billion were distributed based on the higher of either 50 percent of the producer’s calculated revenue or \$15 per acre, provided a cover crop was planted.

The second MFP payment in November 2019 was \$3.6 billion. The third payment, of \$3.6 billion, was disbursed during the first week of February 2020. □

USDA forecasts surge in US corn stockpiles and tightening soy in 2020/21

2/21/2020 in [Reuters.com](#) by PJ Huffstutter

U.S. corn stockpiles are projected to grow sharply by the end of the 2020/21 marketing year, while soybean stocks are expected to tighten, the U.S. Department of Agriculture (USDA) said on Friday.

[Click here for full article](#) □

Activists sue USDA over poultry plant line speed waivers

February 27, 2020 in [WattAgNet.com](#)

A collection of activist groups filed a lawsuit against the U.S. Department of Agriculture (USDA) Food Safety and Inspection Service (FSIS) challenging the poultry plant line speed waiver system created in 2018.

[Click here for full article](#) □

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FDA: Impossible Foods' use of heme is safe

12.18.2019 By Jeff Gelski in [MeatPoultry.com](#)

The federal agency rules against objections questioning the safety of soy leghemoglobin.

[Click here for full article](#) □

Egg alternative company JUST acquires Minnesota plant

ON DECEMBER 13, 2019 in [wattagnet.com](#)

JUST Inc., the company behind the egg alternative product JUST Egg, is acquiring a 30,000-square-foot facility and 40 acres of land in Appleton, Minnesota.

[Click here for full article](#) □

Kroger launches Simple Truth Emerge plant-based meats

January 8, 2020 in [MeatPoultry.com](#) by Rebekah Schouten

The new line will include plant-based patties and grinds.

[Click here for full article](#) □

Costco's road to rotisserie

December 6, 2019 in [MeatPoultry.com](#) by Bob Sims

Lincoln Premium Poultry proves itself to Fremont, Nebraska.

[Click here for full article](#) □

Is Walmart movin' on up the beef supply chain?

February 4, 2020 in [MeatPoultry.com](#) by Erica Shaffer

A new CoBank report analyzes the retailer's strategy to gain margins while cutting costs.

[Click here for full article](#) □

UK ban on US chlorinated chicken 'to continue after Brexit'

Jan. 9, 2020 by Roger Harrabin in [BBC.com](#)

...the EU says using chlorine allows American farmers to be careless with the welfare of the chickens.

[Click here for full article](#) □

What consumers look for on a food label

January 8, 2020 in [MeatPoultry.com](#) by Erika Shaffer

The NPD Group reveals top nutrition facts in demand.

[Click here for full article](#) □

Uncertainty in the meat alternative space

12.16.2019 By Keith Nunes in [MeatPoultry.com](#)

Many companies are betting the trajectory of the meat alternative market will be steep.

[Click here for full article](#) □

Meat Perspectives: The science behind the color

December 23, 2019 in [MeatPoultry.com](#) by Jeff Savell and Kerri Gehring

Demystifying the link between color and freshness.

[Click here for full article](#) □

Cost key hurdle for sustainable packaging

January 14, 2020 by Ashley Nickle in [The Packer](#)

MIAMI BEACH, Fla. — Cost remains a key obstacle to the proliferation of more environmentally friendly packaging in produce, according to industry members from various parts of the supply chain who spoke on a panel Jan. 10 at the Global Organic Produce Expo.

[Click here for full article](#) □

Vegan runner asks neighbors to close windows when cooking meat with 'offensive' odor

March 2, 2020 [Fox News](#) by David Aaro

A self-proclaimed "vegan runner" from Berkley, California received backlash on Saturday after asking neighbors to close their windows when cooking meat because the smells were 'overpowering and offensive.'

[Click here for full article](#) □

KFC expands Beyond chicken test to Charlotte, Nashville

February 26, 2020 in [WattAgNet.com](#) by Elizabeth Doughman

Consumers in Charlotte and Nashville can now try Beyond Fried Chicken at participating KFC locations. The plant-based protein product sold out quickly last summer in Atlanta.

[Click here for full article](#) □

Gene Linked to Bone Strength in Egg-Laying Hens

February 28, 2020 in [FeedStuffs.com](#)

New insights into factors that affect bone strength could improve the health of hens that lay eggs, according to The Roslin Institute in the U.K. Researchers at Roslin and collaborating institutions have discovered a gene linked to bone quality -- a finding that could help inform selective breeding, the institute said in an announcement.

[Click here for full article](#) □

Slow-growing birds are fast becoming mainstream

July 26, 2019 in [PoultryWorld.net](#) by Jake Davies

KFC have signed up to the Better Chicken Commitment in Europe, which involves sourcing poultry from using slower-growing types and lowering stocking densities. What are the consequences?

[Click here for full article](#) □

A new decade to resist slow-growing genetics

January 15, 2020 by [Austin Alonso](#) in [WattAgNet.com](#)

A new decade is here, but the broiler industry will face a familiar problem in slower-growing broiler genetics.

A new study

This year, the [University of Guelph](#) is expected to publish a much-anticipated study that's expected to help establish key benchmarks for broiler animal welfare. The Guelph study will be closely examined by the world's poultry industry and third-party welfare certification organizations. It could play a large role in determining whether the speed in which a chicken gains weight is correlated to its overall health and welfare outcomes.

Thus far on an academic level, [slower-growing birds](#) have been panned as an environmental and practical disaster. In theory, slower-growing birds use significantly more resources to produce the same amount of protein. By comparison, conventional broiler breeding and housing have consistently reduced the resources needed to produce protein over the past 60 years.

[Click here for full article](#) □

Major Investments in Hubbard's Premium R&D to Be Prepared for the Future

As a global leader in the premium market segment, Hubbard has been involved in the selection and marketing of slower-growing broiler breeds for more than 50 years. To be fully prepared for the future, Hubbard recently invested an additional €8 million in its Premium R&D center in France.

[Click here for full article](#) □



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Veganuary? Campaign against meat, milk, eggs & fur ramps up in 2020

January 3, 2020 By Amanda Radke in [BeefMagazine.com](#)

Popular culture is trying to dictate and shift our dietary habits away from meat. Check out these latest headlines to see for yourself.

[Click here for full article](#) □

California Goes Foie Gras-Free

January 16, 2020 in [MeatPoultry.com](#) by Erica Shaffer

The US Supreme Court recently declined to hear a challenge of a lower court ruling upholding California's ban on foie gras production. Foie gras has been a source of controversy because it is produced using gravage, or force-feeding, geese and ducks to create fatty livers. Animal welfare groups argue the practice is inhumane treatment.

[Click here for full article](#) □



Plant-based products advance to suit consumer needs

12.20.2019 By Andy Nelson in [MeatPoultry.com](#)

The growing food trend is leaving its mark in supermarkets on a department-by-department basis.

[Click here for full article](#) □

Most consumers don't link meat consumption to climate change

January 6, 2020 in [WattAgNet.com](#) by Elizabeth Doughman

Consumers consistently rank sustainability as a top priority for making purchasing decisions. However, there is no evidence that consumers associate the consumption of animal proteins with climate change, according to a new report from the Center for Food Integrity (CFI).

[Click here for full article](#) □

What Comes After Organic?

January 20, 2020 in [The Center for Food Integrity Newsletter](#)

CFI's Consumer Trust Insights Council held its January conference call to discuss emerging trends in the food system. One of the topics discussed was what will be the next health or natural trend that consumers will seek out.

Highlights from the roundtable discussion:

- Food companies are trying to determine what's next in the natural/organic space. Organic is now commonplace, especially in Europe, and it has lost some of its appeal. CPG companies are looking at the "next thing" and trying to determine where to put their money and resources to develop it.
- Emerging trends are biodynamics, new level of transparency, local foods and shortening the supply chain.
- People often say they want to eat healthy, but they don't necessarily make choices that way. They are influenced by cues, but most don't read the ingredients. □

Protein Made from Air Could Soon Compete with Soy

January 20, 2020 in [WattAgNet.com](#) by Elizabeth Doughman

A new protein produced "from thin air" could compete with soy on price within the next ten years, predict the Finnish researchers who invented it. The protein, a powder called Solein, could be used as a growth medium for lab-grown or plant-based meats or even replace soy protein used in animal feed. It could also be used as a replacement for palm oil in pies, ice cream, noodles and bread. Solar Foods – the protein's manufacturer – has already generated more than €5.5 million in funding. They predict that their costs will match those of soya prediction by the end of the decade.

[Click here for full article](#) □

Memphis Meats sets sights on building a pilot plant

01.22.2020 by [Erica Shaffer](#) in [MeatPoultry.com](#)

BERKELEY, Calif. – Memphis Meats said the company plans to use \$161 million from a series B funding round to build a pilot production facility, grow its workforce and bring cell-based meats to market. Memphis Meats has raised more than \$180 million in total.

Softbank Group, Norwest and Singapore-based Temasek led the funding round. New and existing investors that contributed to the round include Richard Branson, Bill Gates, Threshold Ventures, Cargill, **Tyson Foods**, Finistere, Future Ventures, Kimbal Musk, Fifty Years and CPT Capital.

[Click here for full article](#) □

Memphis Meats obtains \$161 million in Series B funding

Feb. 12, 2020 in [WattAgNet.com](#) by [Elizabeth Doughman](#)

Memphis Meats is one step closer to bringing cellular agriculture to consumers.

The **cultured meat** company recently announced it has raised \$161 million in Series B funding, thanks in part to continuing investments from two traditional meat and agricultural companies, **Tyson Foods** and **Cargill**. The round is the largest funding moment for lab-grown meat so far.

[Click here for full article](#) □

Beyond Meat plans to produce plant-based poultry in 2020

December 18, 2019 in [WattAgNet.com](#) by [Elizabeth Doughman](#)

Ethan Brown, the CEO of alternative meat company Beyond Meat, hinted earlier this week that a plant-based poultry product is in the works for 2020.

[Click here for full article](#) □

Beyond Meat sees major rise in sales

January 22, 2020 in [MeatPoultry.com](#) by [Jeff Gelski](#)

IRI data showed a 135% increase.

[Click here for full article](#) □

Fungi-Based Meat Alternatives to Hit the Market Soon

January 16, 2020 in [MeatPoultry.com](#) by [Sam Danley](#)

The future of meat substitutes may not involve plants. While food manufacturers race to bring new soy, wheat and pea-based products to market, a handful of start-ups have been hard at work developing a new kind of meat alternative from fungi. Two companies in the emerging space are gearing up to launch new products this year. Emery Foods, Boulder, Colorado, is working with culinary experts to perfect its steak alternative, which will debut in restaurants in Colorado under the newly unveiled Meati brand.

[Click here for full article](#) □

Are Alternative Proteins Just a Trend?

January 9, 2020 in [WattAgNet.com](#) by [Deven King](#)

It's no secret in the food industry that alternative proteins have been a popular topic and big companies are making it a priority to expand their portfolios of untraditional "meat" products. Fresh meat protein continues to grow at a rate of 1.3%, while alternative proteins are growing by 10.3%. Tyson Foods CEO Noel White, speaking during a quarterly earnings call on Feb. 7, 2019, said that the company would continue to invest in its traditional meat protein businesses, but it is also "committed to incremental growth in alternative protein."

[Click here for full article](#) □

Survey: 4 in 10 Americans 'scared' of lab-based meat

December 30, 2019 in [WattAgNet.com](#) by [Elizabeth Doughman](#)

Consumers are aware and interested in technology-driven foods, but still skeptical about lab-grown options, reveals a new poll from marketing and communications agency, Charleston|Orwig.

[Click here for full article](#) □

Why I'm 'Freaking Out' Over Fake Meat

January 8, 2020 in Drovers.com by [Greg Henderson](#)

Are you "freaking out" over fake meat? The editorial board at *The Los Angeles Times* thinks so.

Read more in this great blog by Greg Henderson in Drovers.com. Greg wraps up his article pointing out that "...if every American went vegan we would reduce our nation's GHG emissions by only 2.6%. That's minimal compared to the 80% of GHG emissions caused by fossil fuel use in the U.S."

"Conclusion? The editors of *The Los Angeles Times*, sitting in a smog-shrouded city due to burning fossil fuels, want Americans to believe our climate problem is cattle ranching. Such flawed logic shows *The Times'* editors to be utterly clueless about ranching and climate."

[Click here for full article](#) □

Bill Ensures Shared FDA, USDA Oversight of Lab-Grown Meat

December 24, 2019 in [FeedStuffs.com](#) by Jacqui Fatka

.S. Sens. Jon Tester (D., Mont.) and Mike Enzi (R., Wy.) introduced a bill to ensure transparency in a new line of food products created using animal cell culture technology. Tester and Enzi's Food Safety Modernization for Innovative Technologies Act works to ensure that an agreement between the Food & Drug Administration and the U.S. Department of Agriculture — designed to ensure that products are safe and accurately labeled — would have legal authority over animal cell-based products created in a laboratory rather than raised on a ranch.

[Click here for full article](#) □

Tim Hortons: Beyond Meat not liked enough to stay on menu

BY ROY GRABER IN [WATTAGNET.COM](#) ON FEBRUARY 4, 2020

Plant-based protein products, at least for now, will not be part of chain's fare

The demand for Beyond Meat products at restaurant chain Tim Hortons has not been strong enough to justify keeping the plant-based protein products on its menu, a company spokesman said.

According to [The Motley Fool](#), Tim Hortons, a subsidiary of [Restaurant Brands International](#) (RBI), rolled out the plant-based products in the form of breakfast sausage and burger patties at about 4,000 restaurant locations in Canada.

Then, in September 2019, the company removed those products from the Tim Hortons menu at all locations, with the exception of those in the provinces of British Columbia and Ontario. Now the plant-based products will be removed from all Canadian locations.

According to the report, a Tim Hortons spokesperson said the Beyond Meat sausage product, which is pea-protein based, was "not embraced by our guests as we thought it would be."

The spokesperson added that it is still considering offering plant-based meat alternatives in the future.

[Click here for full article](#) □

Millennials favor organics, including meat: study

By [Susan Kelly](#) on 1/22/2020 from [MeatingPlace.com](#)

Millennial consumers tend to be the biggest users of organic foods, including meat and produce, and to agree that they especially seek out organic or natural foods when they shop, according to a report from Packaged Facts.

When shopping, 34% of the 25- to 39-year-old age group said they especially look for organic or natural foods, above the 30.1% average for all adults, the Packaged Facts study found.

Young adults are more likely to have young children in the home, a key demographic for organic eating. In general, use of organics drops off at the 55 and over age brackets, the market research firm said.

Despite having relatively lower incomes, Gen Zers (ages 18-24) and millennials show slightly more frequent purchasing of organic meats and are more likely to perceive organic meats or meats with labels such as "naturally raised," grass fed/pasture raised, antibiotic/steroid/hormone free, and no preservatives as tasting better and being healthier than conventional meats, the report said.

Gen Zers' use of fresh/frozen poultry products (56.8%) is in line with the average (56.5%) for all adults but falls below average in the case of beef (46.3% vs. 54%) and pork (17.1% vs 22.6%). Millennials are significantly above average (54.6% vs. 43.2%) for use of meat snacks and beef jerky. □

Recyclable meat packaging dissolves in sink after use

January 21, 2020 in [WattAgNet.com](#) by Elizabeth Doughman

A new type of compostable foam packaging for meat products made of cornstarch is designed to be environmentally-friendly by disintegrating under running water after use.

[Click here for full article](#) □

New broiler producers gain welfare helping hand (blog)

January 14, 2020 in [WattAgNet.com](#) by Mark Clements

A new training video aimed at new broiler producers shows the value of observing bird behavior in assessing welfare.

[Click here for full article](#) □

Infographic: GAP Broiler Standard Commitments

January 23, 2020 in [WattAgNet.com](#) by Roy Graber and Jennifer Keller

Companies continue to change their policies concerning the sourcing of broiler chickens, making pledges to source chicken that has been raised and processed in accordance with Global Animal Partnership (GAP) standards, and in some cases, Royal Society for the Prevention of Cruelty to Animals (RSPCA) standards. The trend of companies – representing the restaurant, meal kit, foodservice, food manufacturer/processor and hospitality industries – committing to follow those standards started in 2016, and more pledges to transition their broiler chicken supplies have continued. In most cases, the companies making pledges have promised to transition their broiler supply by 2024.

[Click here for full article](#) □

Tyson Sees Double-Digit Inventory Accuracy Improvement from Computer Vision

February 12, 2020 in [SupplyChainDive.com](#)

Though cold, wet storage environments make implementing new technologies more research-intensive, the payoff of real-time accurate inventory information is already evident for Tyson, a spokesperson told Supply Chain Dive. The company opened the Tyson Manufacturing Automation Center near its headquarters in Springdale, Arkansas, in August, where Tyson works with manufacturers and suppliers to develop new technologies and trains employees to use it. The company has spent \$215 million on new technologies in the last five years.

[Click here for full article](#) □

Digital technology could streamline the poultry supply chain

December 5, 2019 by [Elizabeth Doughman](#) in [WattAgNet.com](#)

In the old days, all data collected on the farm was done manually – a time-consuming process prone to errors. Today, data collection is an easy process to automate, streamlining poultry production.

[Click here for full article](#) □

Blockchain Could Increase Poultry Supply Chain Transparency

January 15, 2020 in [WattAgNet.com](#) by [Elizabeth Doughman](#)

Imagine this: a consumer scans a QR code on their poultry purchase in the grocery store and learns immediately where and how the animal was raised. Blockchain is a form of digital technology that makes this kind of transparency and traceability possible. “I think the main thing to know about blockchain is that it’s a distributed ledger. It’s kind of like a bank,” said Samantha Gadenne, an International Business Developer for Connecting Food, a French start-up that partners with clients in the global animal production food industry to help improve internal supply chain traceability and customer-facing transparency.

[Click here for full article](#) □

Tyson Foods Commits to Sustainable Soy in Poultry Supply Chain

January 2, 2020 in [FoodNavigator.com](#) by Flora Southey

Meat giant Tyson Foods Inc. will work with the Round Table on Responsible Soy (RTRS) to purchase credits for soybean meal used to feed its chickens.

[Click here for full article](#) □

The Ag Watchdog Newsletter

December 21, 2019

Animal Lawyers to Sue in Colorado, California

The Nonhuman Rights Project has revealed to another animal-rights group that it plans to bring *habeas corpus* actions in Colorado and California in 2020. NhRP seeks to establish legal “personhood” for animals to allow them to be plaintiffs in lawsuits. NhRP is currently suing the Bronx Zoo to “liberate” an elephant, and has previously brought lawsuits with chimpanzee “clients.” NhRP will also be lobbying in 2020 for the first municipal ordinance in the US recognizing legal animal rights.

Beyond Meat Targeting Poultry in 2020

Beyond Meat's CEO [said this week](#) that his company will be looking to get serious about fake chicken in 2020. Beyond Meat discontinued frozen fake-chicken strips earlier this year, which the company [considers a “failure.”](#) However, Beyond Meat supplied KFC's one-day, one-location test of fake fried chicken this summer that was considered a success.

Enviros Sue EPA Over Slaughterhouse Inaction

A coalition of environmentalists and [] [sued the EPA](#) for its Oct. decision not to revise federal pollution standards for slaughterhouses that dump wastewater into domestic waterways. The plaintiffs claim the EPA hasn't updated the rules in 15 years.

January 25, 2020

New "Plant-Based" Lobbying Group Formed in California

The California Plant-Based Alliance will lobby against [labeling laws](#) and push for more vegan meals in schools and public cafeterias. The organization was founded by Judie Mancuso, who also founded the animal liberation organization Social Compassion in Legislation. Initial members of CPBA include Beyond Meat and Impossible Foods.

Plant-Based Partnership Pushes Vegan Meals in Hospital

The PETA-affiliated Physicians Committee for Responsible Medicine, the Humane Society of the United States and others have teamed together to make your next hospital stay worse. Their new partnership aims to [eliminate meat](#) from hospital meals by training medical staff to make vegan meals. □

Challenge to Poultry Permits in Delaware Shot Down by Court

By William Sassani | Dec 13, 2019 in [LegalNewsLine.com](#)

The Delaware Superior court has granted summary judgment in favor of the Delaware Department of Natural Resources and Environmental Control (DNREC) in an organization's lawsuit against it over permits for poultry farms. In his 10-page ruling issued Nov. 27, Judge Ferris W. Wharton wrote that there were “no genuine issues of material fact” in a lawsuit filed by Food and Water Watch against DNREC. The judge noted that first the moving party, then the non-moving party, must “show that there are material issues of fact for resolution by the ultimate fact-finder.”

[Click here for full article](#) □

Maine Legislative Council Passes Cage-Free Egg Bill

BY ROY GRABER ON DECEMBER 12, 2019 in [WATTAGNET.COM](#)

Maine's Legislative Council approved a bill that would prohibit certain confinements of hens and the sale of their eggs. The measure, which was advocated by animal rights groups like American Society for the Prevention of Cruelty to Animals (ASPCA), the Humane Society of the United States (HSUS) and Mercy for Animals, calls for hens raised in Maine to be raised in cage-free laying systems that include enrichments. It would also call for eggs sold in Maine to meet the same criteria.

The bill, LR 2897, was approved on December 6 by a 6-4 vote. The Legislative Council, according to the Maine State Legislature's webpage, is the administrative body for the legislative branch of Maine's state government. It consists of the ten elected members of legislative leadership: the president of the Senate, the speaker of the House, the Republican and Democratic floor leaders for both the Senate and House of Representatives and their assistant floor leaders.

[Click here for full article](#) □

How to respond when trespassers enter your farm

January 14, 2020 in [WattAgNet.com](#)

While occurrences of animal rights and environmental activists trespassing on farms continues to be a problem in the greater animal agriculture community, the industry needs to know how to appropriately deal with such situations.

[Click here for full article](#) □

USPOULTRY Foundation Awards \$7,000 Student Recruiting Grant to Tennessee Tech University

The USPOULTRY Foundation awarded a \$7,000 student recruiting grant to Tennessee Tech University. The grant was made possible in part by an endowing Foundation gift from the Hubbard Farms Charitable Foundation and was presented to Dr. Dennis Fennewald, associate professor of agriculture, by Barbara Jenkins, Executive Director of the USPOULTRY Foundation.

[Click here for full article](#) □



University of TN - Martin Awarded \$5,125 USPOULTRY Foundation Student Recruiting Grant



The USPOULTRY Foundation awarded a \$5,125 student recruiting grant to the University of Tennessee - Martin. The grant was made possible in part by an endowing Foundation gift from Pilgrim's and was presented by Barbara Jenkins, Executive Director of the USPOULTRY Foundation, to Dr. Wesley Totten, chair, Department of Agriculture, Geosciences and Natural Resources at the University of Tennessee - Martin.

[Click here for full article](#) □

USPOULTRY Foundation Awards \$7,000 Student Recruiting Grant to the University of Tennessee

The USPOULTRY Foundation awarded a \$7,000 student recruiting grant to the University of Tennessee. The grant was made possible in part by an endowing Foundation gift from Centurion Poultry and was presented by Barbara Jenkins, executive director of the USPOULTRY Foundation, to Dr. Neal Schrick, head of the Animal Science Department at the University of Tennessee.

[Click here for full article](#) □



USPOULTRY Recognizes 2020 Family Farm Environmental Excellence Award Finalists and Award Recipients *(continued from front page)*



Photo: Colby & Matthew Gray receiving their national recognition as 1st runner up for the USPOULTRY Environmental Award, in the division as nominated by a state poultry association.

"It is a privilege to recognize these twelve family farms for the excellent job they do in being good stewards of their land. Our industry could not continue to function and thrive without taking proper care of our natural resources. These six winners and six finalists are to be commended for their efforts," said Greg Hinton, Rose Acre Farms, Seymour, Indiana, and newly elected USPOULTRY chairman.

Applicants were rated in several categories, including dry litter management, nutrient management planning, community involvement, wildlife enhancement techniques, innovative nutrient management techniques and participation in education or outreach programs. In selecting the national winners and finalists, applications were reviewed and farm visits conducted by a team of environmental professionals from universities, regulatory agencies and poultry associations.

The winners were chosen from five geographical regions throughout the United States. In addition, a new State Poultry Association nomination was added this year. There were six finalists recognized at the award presentation [including] Gray Poultry Company, Union City, Tennessee, Matthew and Colby Gray nominated by the Tennessee Poultry Association. □

New NCC Blog Post: How Chicken Powers Your Body

On December 12, 2019, in Chicken Check In, Health

Chicken is an excellent low-calorie & low-fat source of high value protein that provides important nutrients throughout our lives – from pregnancy through the golden years.

[Click here for full article](#) □

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Opportunities for Growers to Reduce Utility Costs

Feb. 3, 2020 Viewpoint from PoultryTimes.com

by Dale Barnett, Executive Director – TN Poultry Association and Dr. Shawn Hawkins, Ag Biosystem Engineer – UT Extension

This article highlights opportunities poultry growers have to reduce utility costs. These include ascertaining whether existing sales & use tax exemptions for agriculture are taken advantage of, meter bases for electrical power are installed to reduce demand charges that may be triggered during hot weather grow outs, and if it's possible to have deposits refunded.

Sales & Use Taxes. In Tennessee and many other states, growers are eligible for a broad agriculture exemption on sales & use taxes that normally apply to water, electricity, natural gas and propane utility costs. To be eligible, utility services must be designated solely for agricultural production purposes and must be metered separately from other uses. Be aware that a residence provided for use by a farm employee may be eligible for exemption, but a producer's home is not.

You can learn more about your state's agricultural exemptions for sales and use tax exemptions for utilities by contacting your local extension agent. County Extension agents often assist producers in applying for ag exemption and are familiar with the local utility companies. Another great source of information is your state's Department of Revenue website. A current copy of your state-issued ag sales & use tax exemption should be taken to the utility service provider when establishing an exemption or discussing refunds that may be due.

It is important to note that electric, water and gas utility companies often require an application for sales and use tax exemption **for each meter**, as opposed to just making one application per farm account. Growers should check monthly statements to make sure that sales and use taxes are not being charged. There continues to be growers identified by the Tennessee Poultry Association (TPA) who are not receiving an exemption for every eligible meter. Live production team members for the integrators are encouraged to make concerted efforts to remind growers of this information.

Sale and Use Tax Refunds. In Tennessee, sales & use tax refunds can be requested for a maximum of the prior three years. It is the responsibility of the grower to provide billing statements in making a refund request through a state's Dept. of Revenue. TPA provided assistance to an eight-house broiler operation with four electric meters that was only receiving the sales & use tax exemption on one meter. This particular grower initially filled out only one exemption request form (which they thought would include every meter on the farm), but their utility company's requirement is to have **one form on file per eligible meter**. This was subsequently corrected and the grower was able to receive a substantial refund for the previous 36 months. TPA has assisted producers in receiving as much as six to eight thousand dollars in refunds.

TPA provided assistance to another grower that was only able to receive a refund for the previous 24 months, because he did not keep his statements far enough back. Unfortunately, his electric utility only maintains customer records for the previous two years. Hang onto those records!

Electrical Demand Charges. Electrical rate structures are set by utility companies and their power provider. Growers should be aware of the billing rate structure applicable to their farming operation. Tennessee poultry farms receive their power from the Tennessee Valley Authority (TVA) under a three-tier General Services (GS) rate structure. Billing statements can be confusing because different GS rates and demand charges apply when an individual meter exceeds a 5,000 kW average demand in any 30 minute time period during the day - even when multiple meters are present on one farm. The unfortunate part of this rate structure is that once a meter breaks into this higher tier of usage, the demand charges are increased and are then locked in for the next eleven months. It is true that power can be purchased cheaper at this tier but the electrical demand for poultry farms is seasonal. The result is that the demand charges for the year far exceed the rates reduction savings. The rate can only be adjusted back to a lower demand charge tier after one year of service with no exceedances of the 5,000 kW demand threshold.

While it may be common practice in our region to set up a broiler farm with one meter (and generator) per two grow out houses, is this always the best metering situation for a particular rate structure? New growers are encouraged to do their due diligence before agreeing to a proposed setup that may be standard for that builder or integrator, but may not be best for the pocketbook long-term. In some situations in Tennessee, growers would benefit by having meters on each house to avoid triggering higher demand charges. Building coordinators, Extension personnel (trained in farm business management) and lenders can provide assistance to growers in configuring electrical bases to receive best rates. Unfortunately, it is likely too costly or impractical to reconfigure or add to the existing metering bases once a farm is in operation. Doing so could require expensive backup generator modifications or additions.

Be aware that cost-share funding may be available for energy audits through USDA/NRCS cost-share programs to identify energy efficiency savings upgrades. During these audits electrical meter bases can be checked for calibration and setting errors. TPA has helped growers identify and correct meters that were not set to the right calibration for billing statements. (This applies to water meters as well.) This should be the first place to start looking when a utility bill is concerningly high for one or more houses.

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Opportunities for Growers to Reduce Utility Costs *(continued from previous page)*

Propane. Spot pricing is easy to follow, and everyone is encouraged to do so to obtain best price. In Tennessee, we receive our propane from the Mont Belvieu, TX terminal (https://ycharts.com/indicators/mont_belvieu_propane_spot_price). On Jan. 6, 2020, the propane spot price at Mont Belvieu was at \$0.47/gal. According to one of our TPA allied member propane companies, an average of \$0.41/gal. is typically added on for transport, delivery, taxes, and their profit margin. Larger accounts may even be able to negotiate 5 cents less per gallon. This means that propane in Tennessee on Jan. 6, 2020 could be purchased for approximately \$0.88/gal. TPA is aware, however, that many growers are paying much higher rates. It seems that some growers don't want to shop or change suppliers, and/or they have a price agreement in place at a higher price than they need or wish to honor. The bottom line is that growers should be aware that there are propane companies willing to help growers lock in a good price at the right time of year, and then guarantee that price long-term.

Propane Delivery Guarantee. Growers using propane are encouraged to also have a delivery guarantee. A price guarantee is no good without a delivery guarantee. Some growers learned this the hard way back in the winter of 2013-2014 when propane that was needed locally was transported to another region of the U.S. and sold at higher profit margins. Be aware that even with a price and delivery guarantee these agreements are typically not written contracts and may not be legally binding. The lesson learned: growers should only do business with reputable gas companies.

Propane Tanks. Growers using propane are advised to purchase their own tanks. Due to insurance restrictions, propane companies typically cannot fill tanks leased from other propane suppliers. During that winter of 2013-2014 this was learned the hard way by those who had their deliveries abruptly stopped. TPA finds that very few of our growers own their own tanks. The TN Ag Enhancement Program (a TN-only cost-share program) will provide 35% reimbursement toward the pre-approved purchase of propane tanks, but only a few farms have made tank purchases through this program.

Natural Gas. TPA has worked to better understand the pipeline supply system and billing practices in our state. We've learned that daily delivery capacity is secured by natural gas (NG) utilities in units of "dekkatherms" (1 million BTUs) from the pipeline management companies. When the daily delivery to a utility is exceeded, MAD fees ("Maximum Allowed Deliveries") are applied by the pipeline management company and then passed along to the customers.

TPA finds the western half of Tennessee (west of I-65) to have plenty of capacity with no history of MAD fees. On the east side of I-65, the East TN Natural Gas (ETNG) pipeline is the only major pipeline in that half of the state. Smaller gas utility companies in rural communities have not been able to purchase additional capacity from this pipeline for there is no more gas available to sell.

Growers in one of our leading broiler producing counties are being faced with MAD charges as a result of utility demand exceedance (collectively, by all of its commercial, industrial and residential users). Growers constitute just over 50% of this utility's gas usage, which has a purchased capacity of only 400 dekkatherms per day. This utility has not been able to obtain more capacity and has been trying since 2012. Resulting MAD fees have added, on average, another 40-50% to the gas bills during the colder winter months, for all gas customers. Growers placing chicks on the coldest days of the year have seen their bill doubled for that month. The addition of a large industrial manufacturing plant requiring gas in the community could push everyone into even higher MAD fees, and for additional months of the year, without warning. Growers using gas, or considering gas, should inquire about pipeline capacity and the utility history of demand capacity exceedances and concerns. Having a grower on the local utility board is the best way to monitor a utility's capacity and to keep all other growers apprised.

Growers facing unpredictable and overwhelming MAD fees should consider converting their heating systems to propane (even though new orifices and regulators would likely have to be installed). This can be a tough decision because growers often paid significant connection fees and do not want to simply walk away from that investment. Also, some growers may be willing to pay more for NG because they do not want to deal with filling propane tanks.

TPA Board Member Dale McLellan, a grower for Cobb-Vantress, coordinated a meeting a few years ago with the rural gas company in his county. This utility was interested in exploring possible funding sources to extend lines to reach more growers. After drawing attention to their limited capacity and possible MAD charges for new customers, their utility board decided to not expand existing service until the supply capacity can be increased. In Tennessee, by statute, a public utility cannot purchase a non-profit utility. This is unfortunate because there are rural communities who would benefit if their smaller non-profit gas company could be absorbed by a larger company that is not limited by current demand.

TPA was recently asked by Jake Clements, with FarMor LLC, and Cody Elmore, the building coordinator for Keystone/Tyson Foods in Albany, KY, to examine the gas bill for one of their Tennessee growers experiencing a price rate about 80% higher than what is expected to be seen. This grower happens to be the only grower purchasing gas in that county from that utility, and there were not any MAD fees encountered.

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Opportunities for Growers to Reduce Utility Costs

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After reviewing the utility rates and policies, and finding nothing to address or contest (other than claiming their ag sales & use tax exemption and refunds), this grower is now in the process of converting to propane while between flocks. Jake and Cody are to be commended for caring to help this grower figure out the best solution to reduce operating costs.

Refundable Deposits. One last issue that TPA has become aware of concerns deposits used to establish service. While some utility companies accept a letter of credit, others require substantial cash deposits to establish services. TPA Board member, Darryl Brown, who is a grower for Aviagen, brought to our attention last year that two of the utility companies he does business with were not going to refund his cash deposits unless formally requested. We have since learned that utility companies are commonly holding cash deposits for three to five years, or even until service is terminated. The required holding period had passed for Darryl and he was able to request and receive his two deposits. If the time has not yet lapsed for you to request your deposit refund, be sure to set a calendar reminder. And, if you know someone with retired poultry houses be sure to ask them if they might be due an unclaimed deposit.

Dale Barnett has been the Executive Director for the Tennessee Poultry Association since Oct. 2011. Dr. Shawn Hawkins is an Extension Ag Biosystems Engineer at the University of Tennessee in Knoxville and works very closely with the poultry industry in Tennessee to address energy efficiencies and nutrient management. □



2020 Clay Co. Poultry Grower of the Year, Noel and Amy Harlan, presented by Dale McLellan, Vice-chairman Clay Co. Soil Conservation Board, and TPA Board member."



Pictured above are members of the Tyson Shelbyville cooking team. These folks spent several days in Putnam County, TN helping with disaster relief in the Double Springs area.